

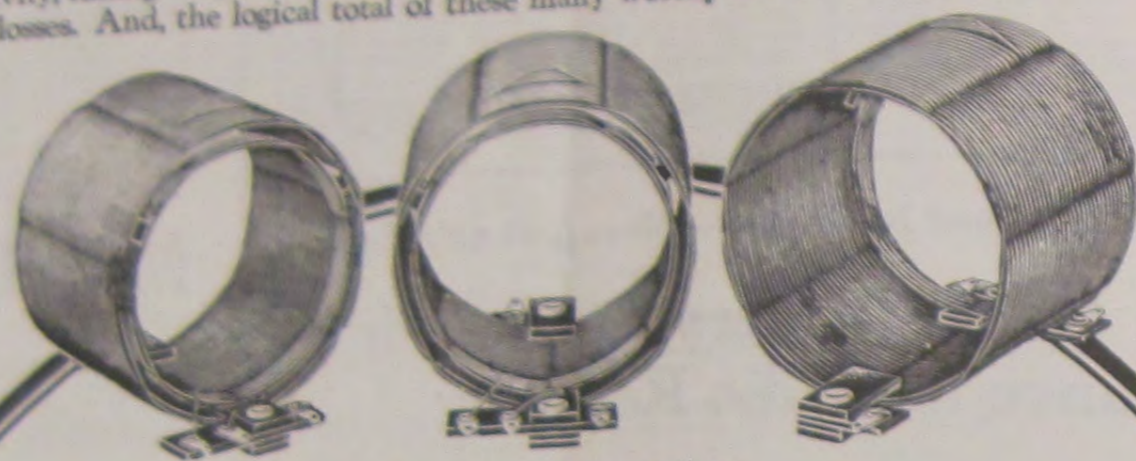
Vital Parts of Leading Radio Sets

Nowhere is the axiom "an article is no better than the parts it contains" more true than in the radio world. So it is not surprising that leading manufacturers of radio sets choose the accessories for their hookups only after gaining a full technical knowledge of their make-up and the results they give.

In full consideration of this, the choice of Benjamin Radio Products, above all others, by the manufacturers of many of the finest modern radio sets, bespeaks eloquently of their worth as practical radio parts made by one of the oldest manufacturers of electrical goods.

Each has been made a *super* radio part—to secure for the owner of the set the purest, loudest and clearest radio signals possible. Used together, their total efficiency spells the acme of selectivity, tuning range, the elimination of disturbance and distortion, and the reduction of radio losses. And, the logical total of these many worthy features is "Better Radio."

Benjamin Electric Mfg. Co.



BENJAMIN Tuned Radio Frequency Transformers

Low Resistance—Low Distributed Capacity

Wires are space wound, adjacent coils are parallel, air insulated and so separated that while capacity is reduced to a minimum, inductance is maintained at a high point of efficiency.

Greater Tuning Range—Greater Selectivity

These coils are very uniform, both in inductance and distributed capacity, so that if desired they may be geared for single control of the three tuned stages. A minimum amount of material is used in the field of the coil, and an anti-capacity cement is used only where the wires cross. Coils are coupled so as to reduce capacity coupling to a minimum. Green double silk covering provides high insulation and gives a fine appearance to the coil.

Benjamin Cle-Ra-Tone Sockets

Benjamin Cle-Ra-Tone Sockets prevent the transmission of outside vibrations into microphonic disturbances. Four delicately adjusted double springs support the socket—"float" it above the base—and absorb all jars and shocks. An absolute necessity in portable sets. Used by leading manufacturers and recommended by radio engineers in their most popular hookups. There are no rubber

parts to deteriorate. Bakelite is used wherever possible to insure sturdiness, long life and high insulation. Handy lugs make soldering easy. Stiff bus wiring does not affect the flexibility of the Cle-Ra-Tone springs. Furnished also in gangs on Bakelite sub-panels for compact set building, as when mounted on Benjamin brackets there is plenty of space underneath for mounting accessory equipment.

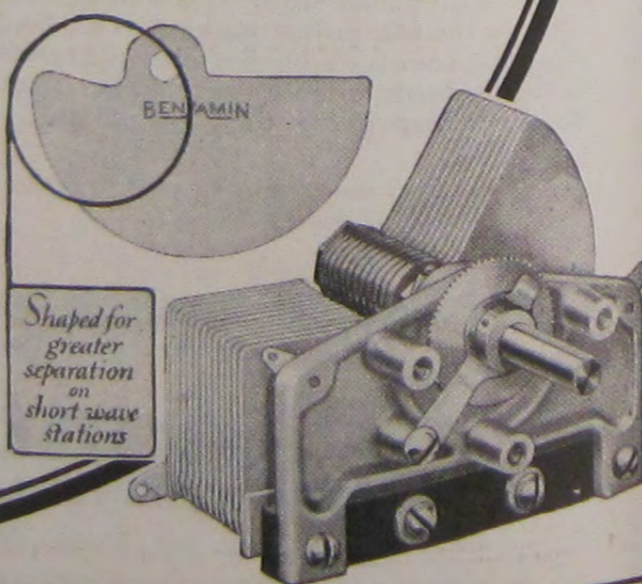


SPRING SUSPENDED SHOCK ABSORBING

Benjamin Low-Loss, Long-Range Condensers

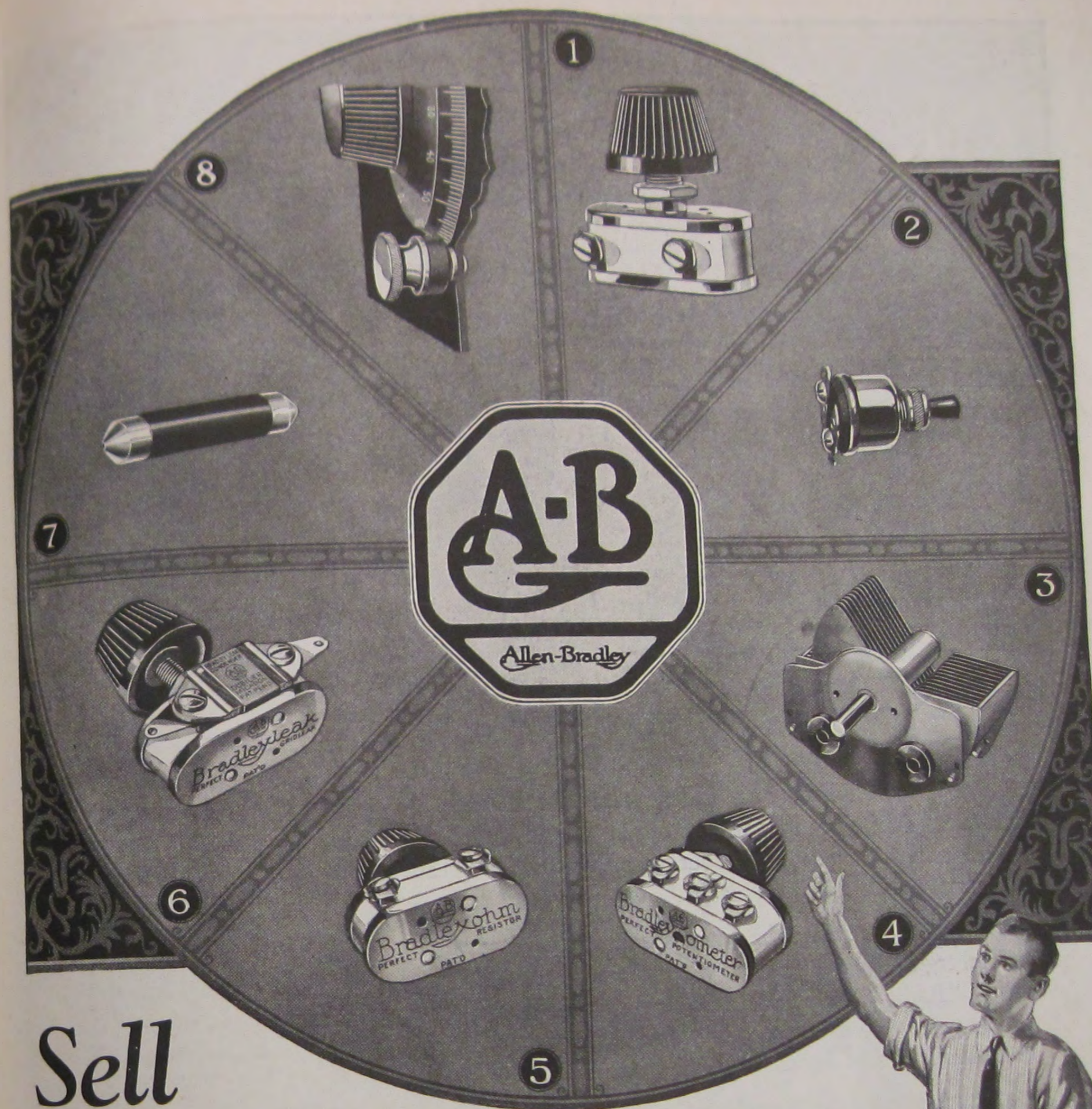
Straight line type. Definite and positive control of minute changes in condenser capacity. Spreads the broadcast range on the higher frequencies, and eliminates bunching of stations on the lower side of the dial. Aids sharp tuning and increases selectivity. Minimum insulation is used and leakage must go through long paths outside of strongest field. Unpolished silver plate finish. Small size of condenser makes it adaptable to any set, regardless of crowding of apparatus on sub-panel. Friction disc on rotor shaft adjusts tuning tension without throwing rotor plates out of alignment. Drilling template furnished with each condenser. Made in three sizes:

- 13 plate for .00025 Mfd.
- 17 plate for .00035 Mfd.
- 25 plate for .0005 Mfd.



Shaped for greater separation on short wave stations

120-128 S. Sangamon St., Chicago
241 W. 17th Street New York
448 Bryant Street San Francisco
Manufactured in Canada by the Benjamin Electric Mfg. Co. of Canada, Ltd., Toronto, Ontario



Sell

Allen-Bradley Perfect Radio Devices Widely Advertised — Carefully Merchandised

- 1—**Bradleystat**—Noiseless Rheostat for ALL radio tubes.
- 2—**Bradleyswitch**—Compact Switch for receiving sets.
- 3—**Bradleydenser**—Low Loss Condenser for sharp tuning.
- 4—**Bradleyometer**—Perfect Potentiometer for all circuits.
- 5—**Bradleyohm**—Adjustable Resistor for every application.
- 6—**Bradleyleak**—Adjustable Grid Leak of highest efficiency.
- 7—**Bradleyunit**—Fixed Resistor for Resistance Amplifiers.
- 8—**Bradleynier**—Vernier Knob, easily attached to any set.

ALLEN-BRADLEY CO.,
489 Clinton St., Milwaukee, Wis.
Please send us your latest sales data on the Allen-Bradley line of perfect radio devices.

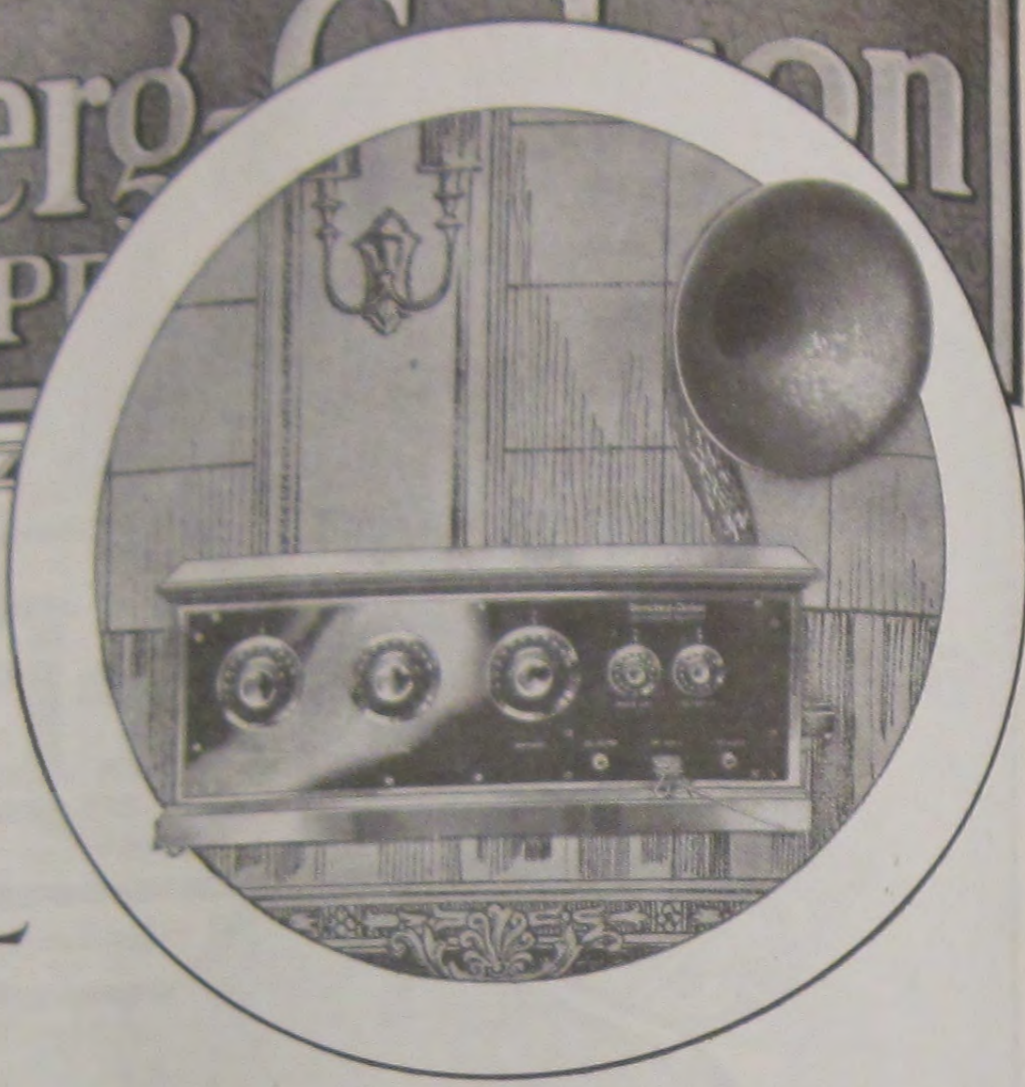
Dealer

Address

Authorized Dealer

Stromberg-Carlson

RADIO APPARATUS



The
SYMBOL
of INTEGRITY

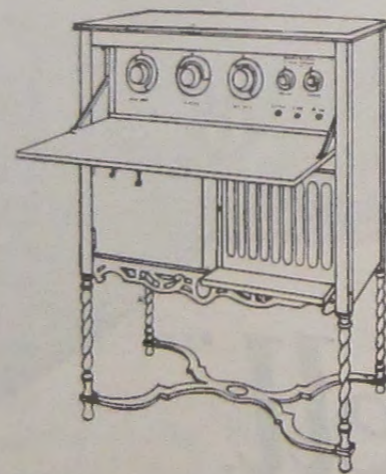
Integrity of product has for over thirty years been the basis of Stromberg-Carlson success and growth in the production of sound transmitting and reproducing apparatus for great telephone public utilities.

Integrity of policy toward the general public has distinguished Stromberg-Carlson, ever since wireless telephony has been called, "Radio." So much so, that Stromberg-Carlson methods of protecting users and retailers of radio products have established present day merchandising standards.

Dealers displaying the Stromberg-Carlson authorized dealer plaque, extend the responsibility of the Stromberg-Carlson Plant.

STROMBERG-CARLSON TELEPHONE MANUFACTURING CO.
1060 University Avenue, Rochester, N. Y.

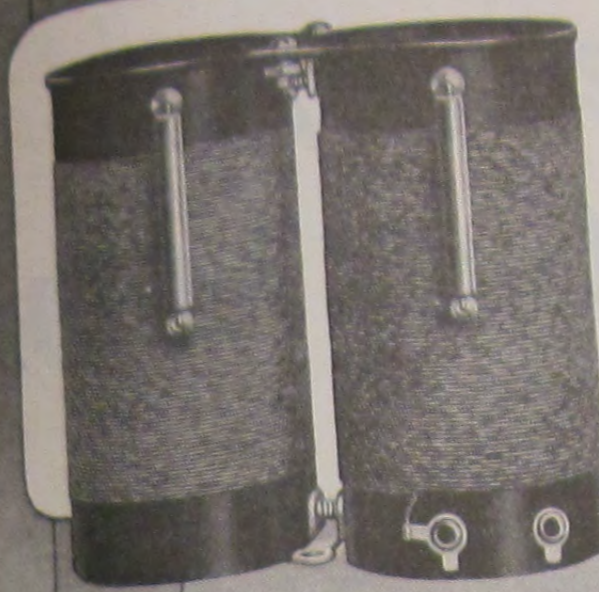
Builders of apparatus for voice transmission and voice reception—standard throughout the world for thirty years.



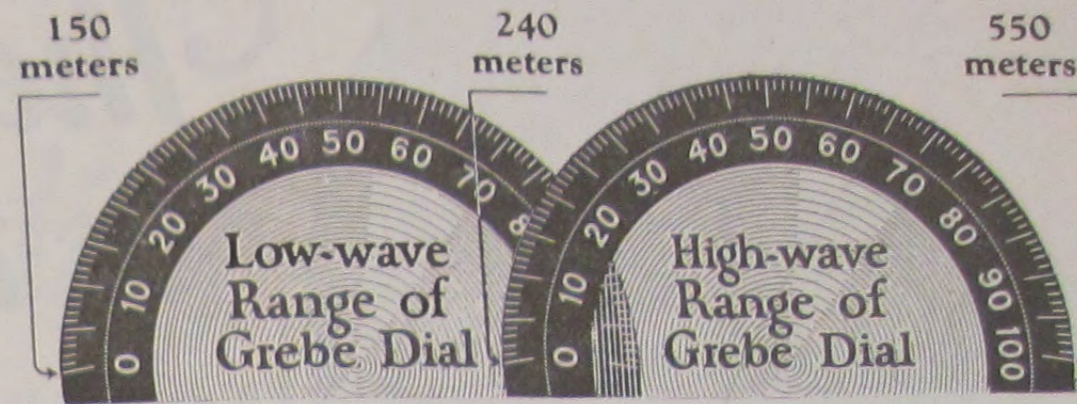
No. 2 Type Receiver.
Console model
—5 tubes.



Stromberg-Carlson



Grebe Binocular Coils



Another Great Selling Point for the Synchronphase

It has a Tuning Range that Reaches from 550 Down to 150 Meters

LOW-WAVE stations, not reached by any other set, can now be tuned by the Synchronphase. The *Low-Wave Extension Circuits*, a new Grebe feature, give it a range extending from 550 to 150 meters.

This great coverage is accomplished by means of an automatic switch which enables one dial to cover two wave ranges. The first, from 550 to 240 meters, corresponds to the practical tuning range of the usual set. The second range overlaps this and extends down to 150 meters.

This double range, automatically brought into play by one dial, makes the Synchronphase really two receivers in one, without in the least detracting from its simplicity of operation.

Here is a set to offer your trade that far outstrips anything you have ever handled. You ought to

Write for full details of this new development, and other features of the Synchronphase

A. H. Grebe & Co., Inc., Steinway Hall, 109 West 57th Street, N. Y. C.
Factory: Van Wyck Blvd., Richmond Hill, New York
Western Branch: 443 S. San Pedro St., Los Angeles, Cal.

This Company owns and operates stations WAHG and WBOQ; also low-wave rebroadcasting stations, mobile WGMU, and marine WRMU.

The GREBE SYNCHROPHASE

TRADE MARK REG. U.S. PAT. OFF.



The Synchronphase is also supplied with base for batteries.



It is written: "Where there is much merit there is great reward." The merit of the Synchronphase has long been proven.

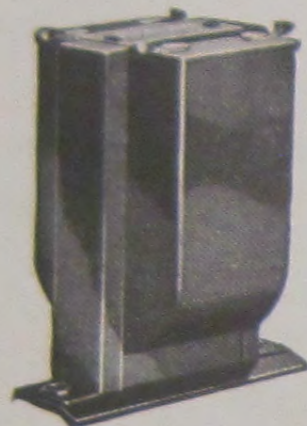
GREBE RADIO
TRADE MARK
REG. U.S. PAT. OFF.

All Grebe apparatus is covered by patents granted and pending.

The name they know



Type H - graceful horn with an antique finish, skilful in design, simple of line. Its large diaphragm means large tone. Adjustable by a turn of a thumb-screw. List \$18.



The new Audio Transformer amplifies at a ratio of 1 to 5. Two steps of amplification may be used without distortion. List \$4.



The improved adjustable Table-Talker. The best buy at its price. List \$10.



The new Brandes phonograph attachment has the same unit as the big speaker. Easy to attach. And adjustable. List \$10.

Brandes

-the quality they want

If it's a horn speaker they want - it's probably the new Type H they'll buy. Just plug it in on any program. If it's a cabinet - just show 'em the new Brandes - and let 'em listen!

The same unit in both speakers - the same ability to clarify the low tones and round the high ones.

And, of course, there are the Phonograph Attachment, the Adjustable Table-Talker, and the wonderful Matched Tone Headsets to complete the Brandes line - and give you Brandes tone quality in all types of radio reproducers.

A smart mahogany cabinet, finished in brown. A well-proportioned, well-made speaker. Same unit as 'Type H'. Adjustable for maximum volume. List \$30.



And that old standby - the Superior Matched Tone Headset. Sell one with every radio set. You can - at this new low price. List \$4.50.



Experts in radio acoustics since 1908

All prices slightly more, west of the Rockies and in Canada. All Brandes products distributed in Canada by Canadian Westinghouse.

Brandes Products Corporation
200 Mt. Pleasant Ave., Newark, N. J.

I'd like to hear the new Brandes line. Send me address of nearest distributor and some sales literature.

Name _____

Address _____

City _____ State _____



THE IRVING SALUTES THE RADIO WORLD

The Irving Radio Corporation, an institution of the highest integrity, makes its bow to the radio world as a manufacturer of radio receiving sets. Nearly two years have been spent in investigation, experimental work and development and we are now manufacturing a highly successful and high-grade line of radio receiving sets known as the Irving, which is attracting very favorable attention from everywhere.

The Irving is a most strikingly beautiful and efficient radio receiving set. Tested under most severe conditions, it demonstrates, time after time, its superiority as to tone quality, volume, selectivity and range. Cabinets are genuine solid mahogany or walnut with a famous permanent satin finish.

So as to appeal to the largest numbers and to meet any or all competition, the price range is from \$55.00 for the straight front type, \$65.00 for the sloping panel type illustrated, and \$95.00 for an enclosed loud speaker type, the most amazing and wonderful radio offering this year. Other models and types will be announced later.

We are seeking radio distributors and dealers in selected territories throughout the United States. We are rapidly building up a distributing and sales organization composed of successful distributors and dealers who will thus build up profitable, clean and permanent businesses of their own.

The Irving Radio Corporation has made connections with some of America's largest and most reliable manufacturers of radio parts and accessories, and the combined efforts of these institutions, together with our own, have been brought into the manufacture of the beautiful and efficient Irving Radio Receiving Sets.

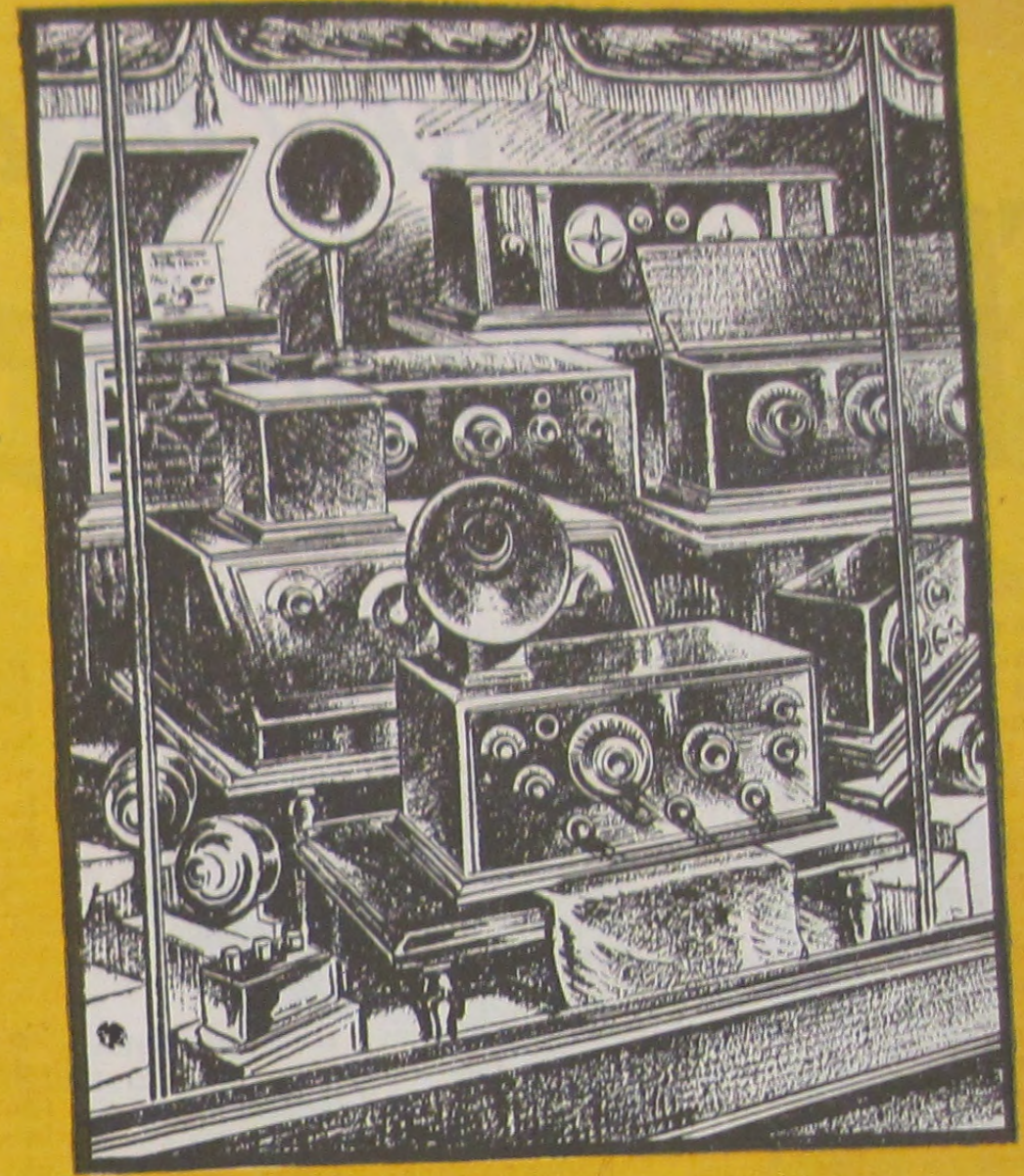
Irving Receiving Sets are now being demonstrated and in every instance, without question, have exceeded our statements as to their superiority.

Our distributors and dealers will be given such liberal contracts as will provide for the building up of a most profitable business for them. Our whole sales policy is one of square dealing with our distributors and dealers. A perusal of our stated policies will convince you of that. We heartily urge correspondence so as to provide for exclusive sales franchises for fall business. Write, wire or telephone.

IRVING RADIO CORPORATION Sales Office, 143 East Broad Street
COLUMBUS, OHIO

IRVING

Phenolite — for heater switches, washers, bushings, valves, wedges, discs and pulleys — for wireless instruments working under the stress of high frequency!



—sell dependable quality!

PHENOLITE can be depended upon at all times and under all conditions to react in precisely the same manner to the same forces. Phenolite is the perfection of radio insulation — uniform in hardness, toughness, dielectric resistance and machining quality . . . Whether you are buying panels or completed sets, Phenolite is the standard of unvarying quality! Your jobber will supply you—or write us.



Radio panels and tubes of Phenolite combine perfect insulation with great physical strength and fine machining quality! . . . Phenolite has a dielectric strength of 700 to 1300 volts per mil.

NATIONAL VULCANIZED FIBRE

National Vulcanized Fibre Co.
PHENOLIC PRODUCTS DIVISION, WILMINGTON, DEL., U. S. A.
We operate six great plants and maintain sales and service offices at New York, Chicago, Boston, Philadelphia, Pittsburgh, Cleveland, Milwaukee, Los Angeles, San Francisco, Detroit, Rochester, Birmingham, Denver, Seattle, Toronto, Greenville, St. Louis, Baltimore.

PHENOLITE

Reg. U. S. Pat. Off.

Laminated BAKELITE

SHEETS: RODS:TUBES:SPECIAL SHAPES

See our Exhibit in the National Radio Exposition, Chicago, Week of September 28th

Now ready The New Federal

The elaborate receiving sets produced by Federal for the past four years have won us a wide reputation. While of unquestioned quality—and superlative efficiency—they were instruments especially sought by the technically inclined—the experts—the connoisseurs of art and music.

Federal Quality Simplified

We now announce the new line of Federal receivers for which many requests have been made by the trade.

These sets are a real accomplishment. For, though simplified and brought to the level of the average home radio user, they retain all the quality of workmanship and efficiency for which the original Federals are so highly respected.

Again our broad experience as the manufacturers of precision instruments for the transmission of sound has made possible a remarkable improvement.

The Ortho-sonic Principle An Exclusive Federal Feature

With this new Federal line we introduce the results of a new development—an exclusive Federal feature—the Ortho-sonic principle of natural tone production. Through this principle and the Federal Speaker, tone, whether human voice or instrument, is transmitted and reproduced with amazing fidelity.

Tests in our laboratories and by experts and laymen convince us that in this principle our engineers have worked five years in advance of the industry and come closer to the ultimate perfect, life-like transmission of tone than has yet been accomplished.

We offer this Ortho-sonic principle as a feature of tremendous sales value, added to the hair-line selectivity and sensitivity for which Federal apparatus has been widely sought by critical judges, experts, musicians and other connoisseurs.

A Range of Moderate Prices

The new Federal Ortho-sonic line, with simplified control, is offered in a variety of sizes and types.

It is the first time in the history of this company that a radio set of Federal quality has been available at so moderate a price.

Listing from \$75 to \$350 to users, without accessories, they constitute a strictly quality line from which dealers can meet the needs of a wide range of users. And each outfit is a Federal. We guarantee you that. It is built in the same laboratories, to the same high standards, under as strict supervision as our finest quality technical sets. The Federal name and reputation is your assurance that the apparatus is right.

Exclusive Selling Opportunity

The Federal proposition offers every latitude to do business on a satisfactory and profitable basis. Wholesalers are given liberal territorial arrangements and profit-making discounts.

Retailers appointed by wholesalers are also allotted protected areas in which to work. And Federal officials may be expected, as in the past, to take every practical means to protect and encourage both wholesalers and retailers to make money—to build prestige and a permanent, profitable radio business.

Field Sales Help

Federal will also maintain a force of experienced territorial representatives whose sole function will be to assist wholesalers and retailers to develop a larger and more profitable volume on Federal products.

Powerful National Advertising Campaign in Magazines and Newspapers

To support Federal retailers and wholesalers, a powerful national advertising campaign in magazines and newspapers in many leading cities is already under way. Impressive space and striking copy and illustrations will be used. Through the new and revolutionary Ortho-sonic principle and unique demonstrations, Federal receiving sets and Federal retailers will be brought strongly into the limelight. Approximately 20,000,000 readers will be reached many times over between now and the holidays. And we are quite certain the story we have to tell will be read with intense interest by the entire public.

We Invite Your Inquiries

Federal wholesalers are now established in many sections. There are still many opportunities—territories where connections are possible. Upon request, we will have a representative call with details.

Retailers who realize the possibilities in a recognized quality line at new moderate prices may receive the name of a wholesaler in territory by writing us.

THE FEDERAL RADIO CORPORATION
Buffalo, N. Y.
(Division of The Federal Telephone and
Telegraph Company)

Federal

ortho-sonic

FEDERAL QUALITY throughout . . . simplified control . . . new Ortho-sonic Principle of tone production . . . new range of moderate prices . . . beautiful cabinet work

*ortho-sonic Line



A-10 A Five Tube Receiver, Tuned Radio-Frequency type, employing the new Federal Ortho-sonic principle. Extremely simple to operate. Three tuning dials log practically together. No other instruments necessary in tuning. Only other instruments necessary on panel are: a volume control with a filament switch mounted in its center; a single Rheostat to adjust the temperature of all five tubes. Adapted for operation with either 'wet battery' or 'dry battery' tubes. Made with tilted panel. Housed in a well constructed cabinet finished in beautiful brown mahogany tone. Receiver incorporates same selected materials and careful workmanship which have made the Federal famous. Ortho-sonic principle provides the furthest advance in tonal quality. Dimensions: length, 24 in., height, 11 in., depth, 12 in.
Price without accessories . . . \$75.00



B-20 A Five Tube Receiver of the Tuned Radio-Frequency type employing the new Federal Ortho-sonic principle. Extreme simplicity of tuning obtained by micrometer controls. Station indicators located behind glass ports. All delicate parts completely shielded against mechanical damage and electrical disturbances. Combination volume control and filament switch conveniently located on the panel. Temperature of all tubes is varied by one Rheostat located behind the panel under the lid, which, once set, requires little adjustment. Operates with either 'dry battery' or 'wet battery' tubes. Panel conveniently tilted. Housed in a beautiful, genuine, mahogany cabinet, finished in rich, brown tone which harmonizes with almost any room. Cabinet arranged to accommodate all batteries or battery substitutes. Pronounced sensitivity and extremely fine selectivity. The new Ortho-sonic principle provides the furthest advance in tonal quality. Dimensions: length, 30 in., height, 13 in., depth, 15 in.
Price without accessories . . . \$100.00



B-36 The same as B-35 only design of cabinet has been changed so that the user might have a wider range from which to select. Dimensions: length, 35 in., height, 43 in., depth, 21 in.
Price without accessories . . . \$250.00



B-35 Receiving Mechanism same as B-20 only in a floor type cabinet. Equipped with the best speaking mechanism Federal can build. Wonderful breadth and quality of tone. Receiving Mechanism slides in and out to insert tubes—an exclusive feature. Cabinet is made of mahogany woods selected for rich and harmonious markings. Beautiful two-tone effect. Space for batteries or battery substitutes. All apparatus is designed to give the user the fullest benefit of the Ortho-sonic principle of tone production. Dimensions: length, 35 in., height, 43 in., depth, 21 in.
Price without accessories, \$250.00

Type C Receiving Sets

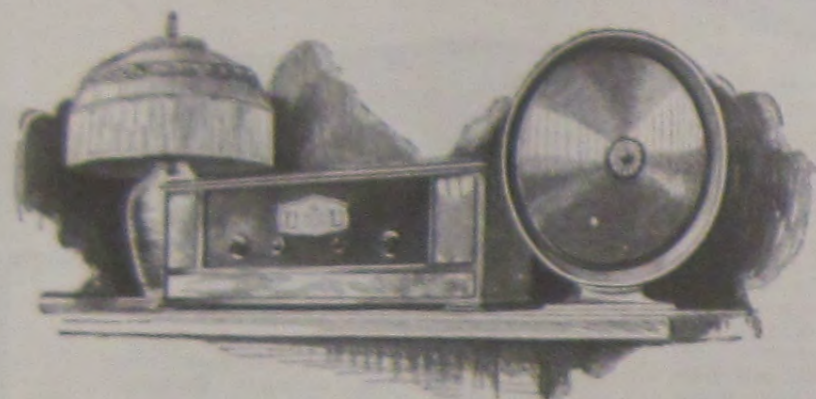
Federal will shortly announce an addition to the above line which will be a most sensational development in the radio field. It will be a contained loop operated apparatus, very selective, very sensitive and above all, employing the Ortho-sonic principle. This set, in its different housings, will comprise the last word in modern radio equipment for the home, the best of operation with the latest products of our designers in the way of convenient arrangement.

(Note: We are continuing our models No. 141, 142, 143 and 144)

Federal

ortho-sonic

BOSCH BUILDS RADIO



THE AMERICAN BOSCH MAGNETO CORPORATION PRESENTS "THE AMBOROLA," THE BOSCH RECEIVING SET AND "THE AMBOTONE," THE BOSCH REPRODUCER. THESE INSTRUMENTS HAVE BEEN BUILT TO THE FAMOUS BOSCH LINE OF PRECISION AND ALL THE EXPERIMENTATION ON THEM HAS BEEN ACCOMPLISHED IN THE BOSCH LABORATORIES RATHER THAN IN THE HOMES OF THEIR PURCHASERS.

THE AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS.

BOSCH RADIO POLICY

1. BOSCH PROTECTION FRANCHISE
NO DISCOUNTS TO OTHER THAN AUTHORIZED DEALERS HOLDING THE BOSCH FRANCHISE.
2. BOSCH TERRITORIAL PROTECTION
TERRITORIAL FRANCHISE DEFINED AND ALL RIGHTS PROTECTED
3. BOSCH PRICE GUARANTEE
THE DEALERS PROFITS ARE PROTECTED BY GUARANTEE AGAINST PRICE REDUCTIONS UNLESS DEALER IS REBATED
4. BOSCH RATIFIES DEALER CONTRACTS
ALL CONTRACTS MUST BE RATIFIED BY THE MANUFACTURER
5. BOSCH CO-OPERATION
EXTENSIVE CONSUMER AND TRADE ADVERTISING IN NATIONAL PUBLICATIONS. CLOSE LOCAL NEWSPAPER CO-OPERATION.
6. BOSCH STABILITY
THE BOSCH RADIO POLICY MAINTAINS THE SAME ETHICAL STANDARDS WHICH HAS BEEN THE BOSCH PRACTICE FOR 15 SUCCESSFUL YEARS
7. THE BOSCH DEALER
THE BOSCH FRANCHISE IS A MAN SIZED, TWO FISTED OPPORTUNITY FOR ONE RECOGNIZED BUSINESS MAN IN A LOCALITY - -WHO IS ABLE TO CONDUCT AN INTELLIGENT SUCCESSFUL BUSINESS OVER A COURSE OF YEARS.

ARE YOU THE MAN?

THE AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS.



SETS **RADIO** SERVICE



“And his business is still growing”

IN PHILADELPHIA, Mr. C. H. Burger has built up an excellent business handling Eveready Radio Batteries. Moreover, the satisfying service Eveready Batteries render his customers creates a good-will that reflects itself in increased business in other items.

Mr. Burger says: “My success has been due to carrying standard-quality radio requirements. I have been selling and recommending Eveready Radio ‘B’ Batteries ever since I have been in the retail radio business, and am now selling, on an average, 600 to 800 ‘B’ Batteries and 800 dry cells per month. And the business is still growing, which is due to Eveready quality, national advertising and service.”

Eveready Radio Batteries have practically unlimited sales possibilities. National magazine and

newspaper advertising builds up a demand for the Eveready brand, and the high standards of workmanship and materials behind every Eveready Battery make repeat sales inevitable.

Dealers everywhere find it profitable to handle Eveready Radio Batteries, especially when liberal use is made of Eveready window display material. Remember that when you dress an Eveready window you tie up with a tremendous national advertising campaign.

Ask your jobber.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
 New York San Francisco
 Atlanta Chicago Dallas Kansas City Pittsburgh
 Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY
Radio Batteries
 —they last longer

EVEREADY HOUR
EVERY TUESDAY
AT 8 P. M.
Eastern Standard Time
 For real radio enjoyment, tell your customers to tune in the “Eveready Group.” Broadcast through—
 WJAF New York
 WJAR Providence
 WEEI Boston
 WFI Philadelphia
 WGR Buffalo
 WCAE Pittsburgh
 WSAI Cincinnati
 WWJ Detroit
 WCCO Minneapolis
 WOC St. Paul
 Davenport

The Season's Best Bet!

The New
CLARATONE

CLEAR AND CONSTANT
 BROADCAST RECEIVER

A 5-tube Tuned R. F. Receiver



The 1925 CLARATONE is new in many respects—among other things in its new inductances and condensers; a new system of wiring; automatic rheostat filament control on amplifier tubes; bakelite panel, dials and sockets; a handsome new cabinet with enough space for B batteries; and, best of all, a new popular price.

The new CLARATONE has been improved in every possible way, yet its price has been reduced. This feat was made possible by an unusual concentration of production facilities and careful planning for the season. The new CLARATONE meets the popular demand for quality and price, and it is up to radio dealers to take advantage of the opportunity now offered.

The new model CLARATONE is unequalled in its class. No broadcast receiver of its quality can be obtained at a price approaching it. The statement “Worth \$75—Sells for \$39” is actually true—an inspection and test of the new CLARATONE will prove that. More CLARATONES will be sold this year than any other receivers in their price class.

The Big Push is Under Way!

CLARATONE is going over the top triumphantly this season. No stone will be left unturned from the path of its advance. CLARATONE is going to win supremacy in its field and bring profits to those who sell it.

WIRE OR WRITE NOW—ORDERS WILL BE FILLED IN ROTATION AS RECEIVED.

Our policy—as always in the past—is to stand squarely behind the jobber.

\$39 **EQUITABLE RADIO CORPORATION** **\$39**
 300 Madison Avenue, New York

POOLEY RADIO CABINETS with ATWATER KENT RADIO

Isn't this Radio Perfection?
 An exquisite cabinet in all you see. Such a grace of design, beauty of work, fitness of making as to satisfy the woman whose home is her realm, whose taste is reflected in every other detail and arrangement within it.
 Now open its doors. Then the surprise! An untroubled 5 tube Atwater Kent receiver is revealed, hidden behind that attractive grille in the built-in Pooley floating horn of luscious rose and cherry, inside the lower compartment near batteries and wires is concealed. The cabinet top is stationary.
 A thing of beauty, open or closed—an unrivalled centerpiece when in use. Radio in perfection.
 In beautiful new Radio Radio and Radio Phonograph cabinets, priced from \$75 to \$295, are shown in this booklet. It is waiting for you. Send for it.

THE POOLEY COMPANY
 1660 Indiana Ave., Philadelphia, U.S.A.

Model 1120-R-2
 Stuart Style. American walnut or English brown mahogany, duotone finish. Height 52 1/2", width 33", depth 15 1/2". Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries—\$225

Model 1400-R-1
 Louis XVI Style. English brown mahogany, duotone finish. Height 31 1/2", width 34", depth 15 1/4". Accommodates any Atwater Kent Set. Space for set, 28 1/2" x 10 1/2". Price, less Set, tubes and batteries—\$75

Model 1500-R-3
 Chinese Chippendale Style. American walnut or English brown mahogany, duotone finish. Height 50", width 30", depth 18". Equipped with Atwater Kent 5-tube Model 20 Compact Set; built-in Pooley floating horn; Pooley phonograph in amplifying chamber. Price complete, less tubes and batteries—\$295

POOLEY RADIO CABINETS with ATWATER KENT RADIO

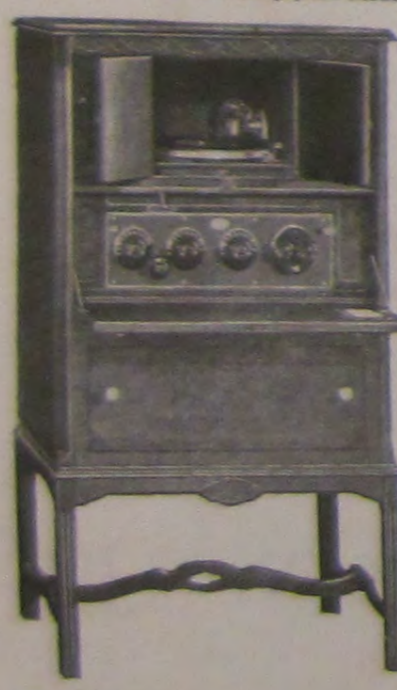
To support your selling—the new Pooley

THE two chief things we could do to make Pooley an extra good line for you to sell were, first, to give you merchandise of unusual saleability. Pooley Radio Cabinets and Radio-Phonographs with Atwater Kent Radio will appeal strongly to the public. Your orders show that you agree with us.

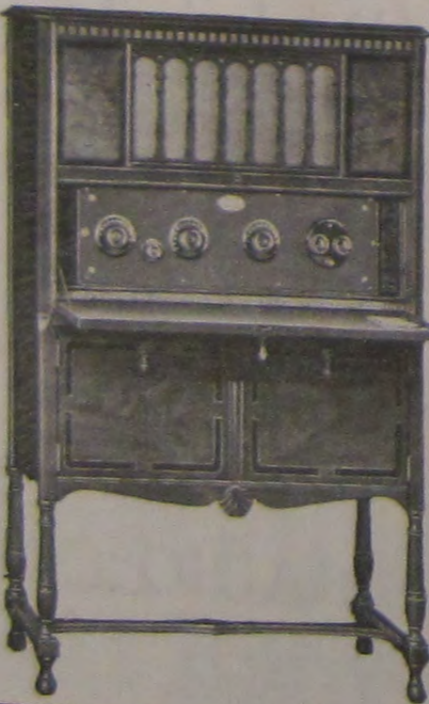
The second was to tell your possible customers about the Pooley models through national advertising. Here are the first advertisements. Note where and when they appear and watch for them. They will be followed by many more in

Did you see this advertisement in the Saturday Evening Post of August 22—and September Good Housekeeping out Sept. 14? It features the popular Model 1600-R-2.

This appears in the Saturday Evening Post of September 5. Show it in your window to let people know you have the Pooley line.



Pooley Radio-Phonograph Model 1500-R-3
 Chinese Chippendale Style. American walnut or English brown mahogany, duotone finish. Height 50", width 30", depth 18". Equipped with Atwater Kent 5-tube Model 20 Compact Set; built-in Pooley floating horn; Pooley phonograph in amplifying chamber. Price complete, less tubes and batteries—\$295



Model 1120-R-2
 Stuart Style. American walnut or English brown mahogany, duotone finish. Height 52 1/2", width 33", depth 15 1/2". Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries—\$225



Console Model 1400-R-1
 Louis XVI Style. English brown mahogany, duotone finish. Height 31 1/2", width 34", depth 15 1/4". Accommodates any Atwater Kent Set. Space for set, 28 1/2" x 10 1/2". Price, less Set, tubes and batteries—\$75

Prices slightly higher west of the Rockies and in Canada

POOLEY RADIO CABINETS with ATWATER KENT RADIO

models are now nationally advertised

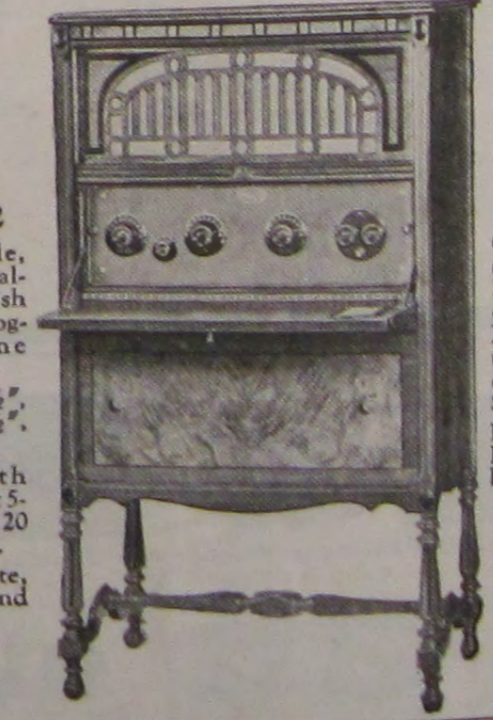
close succession in the same publications. The very best possible thing you can do is to tell your prospects that you have the Pooley models we are telling them about. We can supply mats or electros of newspaper advertisements you can use—at once.

Have you estimated your potential sales—and protected yourself on deliveries? If not, get in touch with your Pooley distributor promptly. It may soon be too late. In case you don't know the Pooley distributor in your territory, write us direct.

THE POOLEY COMPANY
 1660 Indiana Avenue Philadelphia, U. S. A.



Model 1600-R-2
 Italian Style. American walnut or English brown mahogany, duotone finish. Height 41 1/2", width 34 1/2", depth 16 3/4". Equipped with Atwater Kent 5-tube Model 20 Compact Set. Price, complete, less tubes and batteries—\$200



Model 1110-R-2
 Cabinet is the same as model 1120-R-2 but it is equipped with Model 10 Atwater Kent 5-tube open receiving Set. Price complete, less tubes and batteries—\$220



Model 1320-R-2
 Stuart Style. Finished in American walnut or English brown mahogany—special Oriental burl, rose wood and walnut inlay. Height 50 3/4", width, 29 1/4", depth 15 1/2". Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries—\$260

The first of a series of unusual radio advertisements to appear monthly in Vogue, Vanity Fair and House & Garden, beginning September issues. Pooley cabinets in special settings designed by notable interior decorators, to appeal to the wealthy high-class market.

POOLEY RADIO CABINETS with ATWATER KENT RADIO

With the present rage of the Spanish and Italian rooms, the Pooley Radio Cabinet is admirably adapted for rooms of this type. The atmosphere of such a room and makes the atmosphere a decorative feature as well as a source of pleasure and amusement.

RADIO came as a scientific achievement—a piece of magic mechanism. With another magic—that of the artist and craftsman—Pooley has transformed radio into a household adornment more than ever magical. Design, woods, inlays, construction of the very highest order. A 5-tube Atwater Kent Receiver unrivalled for radio efficiency. Built-in Pooley floating horn of luscious tone, cabinet in a choice period design. Yet every mechanism instantly accessible. An exquisite marriage of ingenuity and art.

Six beautiful, new Pooley Radio and Radio-Phonograph cabinets, priced from \$75 to \$295, are shown and described in a booklet that is waiting for you. Send for it.

THE POOLEY COMPANY
 1660 Indiana Ave., PHILADELPHIA, U. S. A.

Stuart Style Model 1320-R-2
 American walnut or English brown mahogany, special Oriental burl, rose wood, "stained" ivory. Height 50 3/4", width 29 1/4", depth 15 1/2". Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries, \$260. Price slightly higher west of the Rockies and in Canada.

ATWATER KENT RADIO



"We don't open the box"

DEALERS have been telling us what they most like about Atwater Kent Radio.

"This sums it up," one of them said: "We send the sets to our customers' homes without opening the boxes. We know they're all right. 'Inspected' means inspected when Atwater Kent says it."

Other dealers gave similar testimony. Although we advise all to open the boxes and make sure there has been no accident in transportation, it is gratifying to know that they regard it as unnecessary.

The word "Inspected" on the pink tag attached to the bottom of every Atwater Kent set is a certificate of character. It means that every set has been subjected to no less than 140 gauge and physical inspections and nineteen electrical tests. All along the line of manufacture the smallest defect is a death warrant.

Even after the "final" inspection we are constantly picking Receivers from the finished array and testing them again.

Visitors at the factory sometimes think we are too fussy. That we regard as a compliment. Every dealer knows that "fussiness" at the plant relieves the customer from fussing in the home, and makes Atwater Kent Radio easy to sell.

"It is not our fault that we sell most of that make," a dealer told us. "The people take them away. Atwater Kent Radio has a good name, fastened to the people's mind with the glue of quality."

We believe in being fussy and shall continue to be.

Write for illustrated booklet telling the complete story of Atwater Kent Radio

ATWATER KENT MFG. COMPANY
A. Atwater Kent, President
4733 WISSAHICKON AVE. PHILADELPHIA, PA.

Every Thursday Night—the potential audience of the Atwater Kent Radio Artists, who broadcast from ten stations every Thursday evening from 9 to 10 (Eastern Standard Time) is estimated at more than 10,000,000. These are the stations:

- | | |
|-------------------------------------|---------------------------|
| WEAF New York | WCAB Pittsburgh |
| WJAR Providence | WGR Buffalo |
| WEEI Boston | WWJ Detroit |
| WFI Philadelphia | WSAI Cincinnati |
| WCCO Minneapolis-St. Paul | WOC Davenport |



Dealers, did you know—

THAT the farmers of the country have set down in writing their preference for Atwater Kent Radio?

The Meredith Publications and the Capper Publications recently asked the farmers: "What make of radio set do you expect to buy?" In the answers Atwater Kent was FIRST.

If you have prospects in rural districts, there's a tip for you.

Prices slightly higher from the Rockies west, and in Canada.

Model L, with 9' flexible cord, \$17

Model 20, without tubes, \$80

Phonograph Attachment, with 9' flexible cord, \$8

Model 24, without tubes, \$100

Model 20, including battery cable, but without tubes, \$80

Model 20 Compact, including battery cable, but without tubes, \$80

Model 11, built on special order, including battery cable but without tubes, \$100

Model H, with 9' flexible cord, \$25

Radio Retailing

The Business Magazine of the Radio Industry

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EVERY McGraw-Hill publication has been founded on the solid cornerstone of "Service to the industry it represents." Engineering, mining, electricity, chemistry, transportation, the merchandising of electrical appliances, and now radio, are the fields served by McGraw-Hill papers.

In radio, as in each of the other fields, McGraw-Hill is striving to provide a complete service. How complete it is may be gleaned from the following facts:

McGraw-Hill is publishing *Radio Retailing*, "The Business Magazine of the Radio Industry," issued monthly and devoted to the trade of selling radio, and The Radio Trade Directory, listing every known radio product and radio manufacturer, and issued quarterly.

Radio Retailing has the largest total circulation of any similar magazine; *Radio Retailing* has also built the largest paid circulation, 10,154 as of September 5, 1925; *Radio Retailing* is looked upon as the leading radio trade publication; and this after eight months of existence.

The publishers of *Radio Retailing* have branch offices in six United States cities and one in Europe; *Radio Retailing* has correspondents all over the country; *Radio Retailing* has the most accurate and thorough lists of radio dealers; *Radio Retailing* has the most intensive contact with the trade, through its large staff of editors and editorial representatives who are constantly covering all sections of the country; *Radio Retailing* and The Radio Trade Directory carry on the closest correspondence with the radio trade through their mailing department, which handles more than 50,000 individual pieces of mail every month, all of which is personal correspondence of these two publications with the radio industry. This is exclusive of the 250,000 monthly circulars, surveys, questionnaires, wrappers and other material also handled by the mailing department.

Radio Retailing, through this efficient mailing list and mailing department, is in a better position to conduct surveys of the trade and secure widespread and representative opinions on any matter of radio interest, and does actually accomplish more of that type of service than possibly any trade publication in any field.

Radio Retailing and The Radio Trade Directory employ over seventy field circulation men who are visiting practically every city and town in America for the purpose of keeping these two publications in constant touch with the retail and wholesale radio trade, and who, by means of daily reports, keep dealer lists up-to-date and keep the home office fully informed as to conditions in the field.

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Why the Merchant's Harvest Time Is at Hand

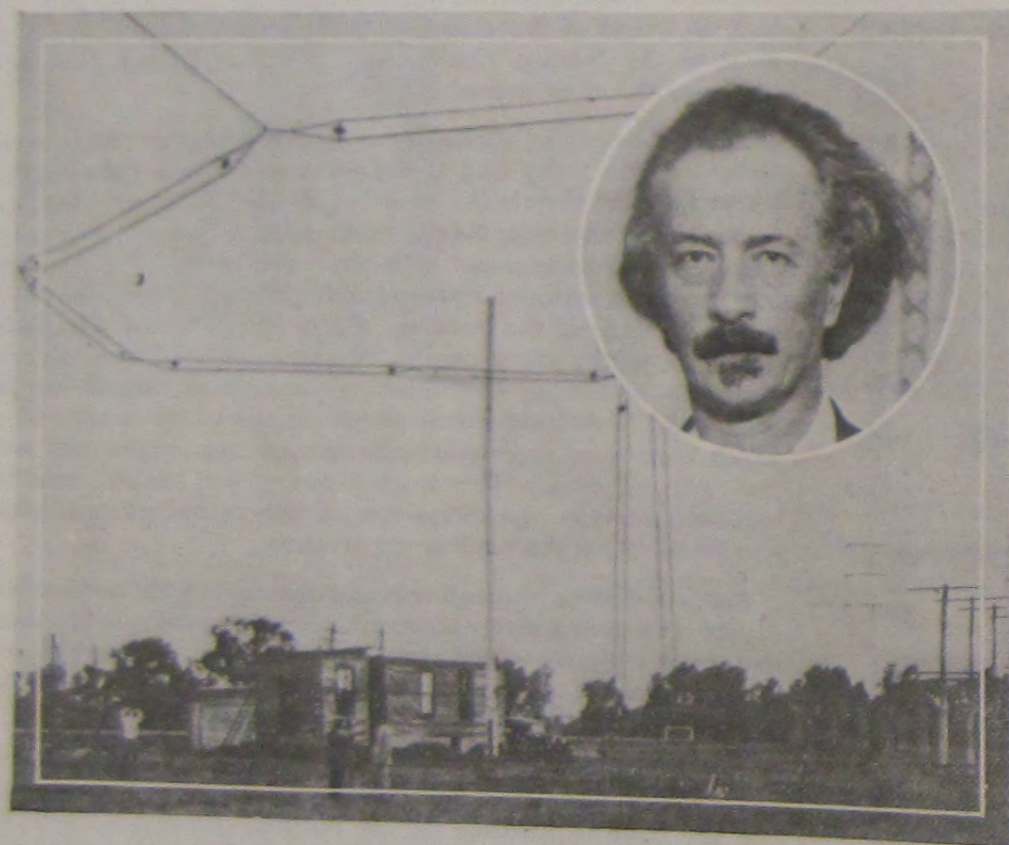
The Indoor Season Starts with Vacationists' Return

Camps and summer homes are being boarded up. Hundreds of thousands of vacationists are trudging to their homes, each one perhaps having had his fill of the "open spaces." New interests now compete for his attention. In the entertainment field, the theatres and movies get their liberal portion beginning in September, according to statistics. And just as the cooler evenings and early sundown benefit these enterprises, so will they bring an increasing demand for entertainment in the form of broadcasting programs.



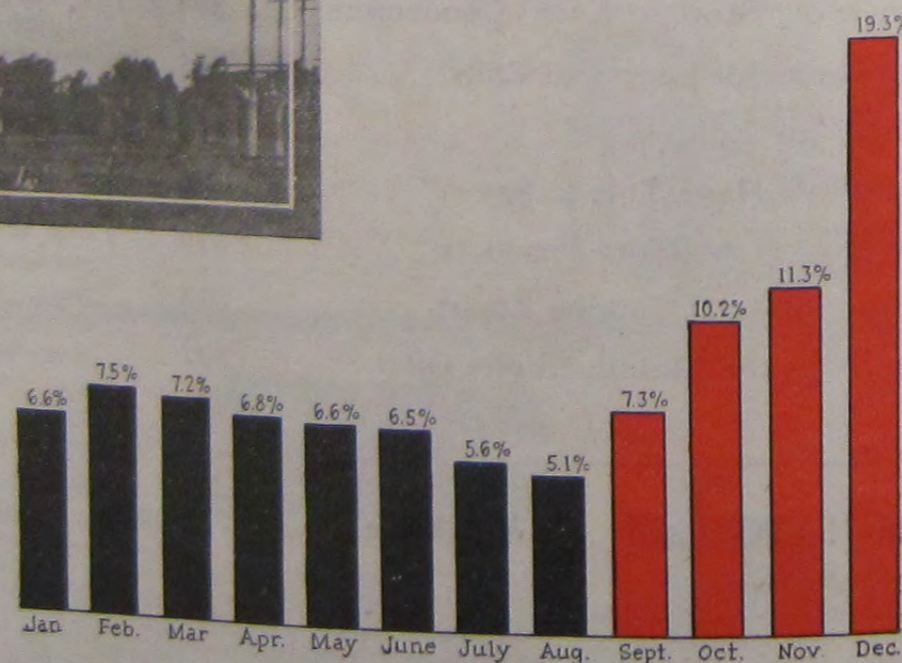
New Era in Broadcast Talent and Engineering

Paderewski (insert, left) from England and the Berlin Symphony from Germany are some of the trans-oceanic features reported to be broadcast this coming season. A new era in quality reception is predicted also, as soon as recent discoveries in transmission design are put into application. At the left is shown the unique aerial at the Schenectady laboratory of Dr. E. F. W. Alexanderson, which is being used in experiments with "polarized" waves, for the purpose of minimizing static and fading.



General Business Volume Starts Climbing in September

That the "hesitant" market starts to unloose its purse strings at this time of the year is shown by the chart at the right, which is a composite of four factors, each one considered to be an index of buying trends. They are Federal Reserve figures on miscellaneous retail sales and thirty-one department and music store sales; and the retail sales of the largest electric appliance company in the country.



Radio Retailing

With Which Is Incorporated Electrical Retailing

SEPTEMBER, 1925

NUMBER 3

VOLUME 2

Pierce of Evanston Says

Service Keeps Them Sold

Illinois Merchant Believes Location First, Merchandise Second, and Service Third, the Essentials in the Successful Selling of Radio

By S. J. RYAN
Consulting Editor, "Radio Retailing"

IT WAS almost ten o'clock one Saturday evening last Fall when a big car drew up in front of the Pierce radio shop of Evanston, Ill., and one of the successful men of the town rushed in.

"Today is my wife's birthday and I nearly forgot it. She has been wanting a radio. Give me one of those — sets over there. Have it wrapped up and I'll take it home in the car," he said.

"I will be mighty glad to sell you one of those sets, sir, and we will deliver and install it for you," Pierce answered.

"Don't bother about that. I'm in a hurry. I have the car right out here and I want to get it home quick."

"We have a car out in the back and I will follow you to your home and install this set and have it operating within the hour. We make it a rule to install every set we sell."

"But, I had intended to take it with me. Guess I can do what I please with my own set."

"I'm sorry, but that

set isn't sold until it is properly installed in your home and working satisfactorily. I know you do not want us to break a rule that is for your own protection and satisfaction."

Customer Satisfaction Builds More Sales

The above incident illustrates Mr. Pierce's conception of service to the customer—or at least a portion of it.

"Today," continued Mr. Pierce, "that man is one of my biggest boosters. I delivered and installed his set that evening and while doing so I explained our monthly inspection service to our customers. He told me to put him on our list immediately and I can trace more than one sale to his satisfaction with our service."

The Pierce Radio Co., Inc., is located in Evanston, Ill., a suburb of Chicago and is just one block removed from the business center of the city. The exterior of the shop is attractive to the eye, the windows are tastefully decorated, and the interior has more the atmosphere of a music store than the usual radio store. Everything is clean, neat, orderly. Mr. Pierce handles six makes of radio receivers, a combination phonograph and radio receiver, a popular make of phonograph, one make of reproducing piano, a few floor lamps, and the usual standard radio accessories, but no parts. He also carries phonograph records and music rolls and this sum-

Pierce's Service Plan for Radio Set Owners

Service man calls once a month to inspect set, check up batteries and tubes, and repair any troubles.

This monthly inspection is free to owners of sets purchased at Pierce's. To others \$1 a month is charged.

All renewals, batteries and tubes are sold by service man at list prices.

This monthly inspection service costs Pierce 3½% of his annual sales, but more than pays for itself in sales of batteries, charging, tubes, loudspeakers, and in keeping customers' interest alive through good reception.



Twenty-five per cent of Mr. Pierce's business is in combination phonograph-radio sets. He firmly believes the demand for these combinations will increase. He accepts trade-ins, but at his own price. In setting this price, he calculates what he can sell the trade-in for, deducts an amount to cover selling expenses only (averaging around 12 per cent) and offers the customer the balance. He does not accept home-made sets on trade-ins and takes only standard factory-made sets.

mer has sold quite a number of moving picture machines, aiding substantially in offsetting the decreased sales of radio and phonograph merchandise.

"Every set in stock has a price-tag on it. That price is for the set complete with all necessary accessories, installed and inspected in the customer's home. The first price is the final price here. I figured it out this way: When you go in to purchase a pair of shoes, you don't expect to have to buy the laces separately and they are not much good to you without them. When you go to a tailor for a suit, you don't buy the cloth and then the thread and buttons and then pay extra for the cutting. 'Buying impulse' is a delicate thing. When you quote a price on a set incomplete, and therefore useless to the prospective purchaser as it stands, and keep adding for this and adding for that, you are mighty apt to dull that urge to own. What your customer wants is radio reception. So my price is for radio reception. I even include a battery charger. Then, if for any reason there is something the customer doesn't want, I am taking off instead of adding on."

"I have never cut a price on a standard article and I never will. It is not necessary. The set a customer pays a hundred dollars for in winter is a hundred dollars in summer here. My customers get value for their money and a personalized service that creates and retains confidence."

"I did not go into this thing without much thought and investigation. Some years ago I was in the piano business on the Pacific Coast. There I learned the value of selling quality merchandise, of display and of the kind of service that makes firm followers of your customers. I came East and entered the employ of one of the foremost automobile concerns in the country. There I learned the wisdom of never disparaging a competitor or a competitive machine and I learned also the good-will value of service on things that need service."

Pays 5 per Cent for Rent

Mr. Pierce's previous experience in merchandising, as well as his present one in radio, has convinced him that the first requisite to successful selling is *location*. Before locating in Evanston he investigated a great number of locations in and around Chicago.

He stood at each of these locations for hours at a time counting the traffic—the pedestrians and the number of cars and the kind of cars and the kind of people in them or on foot. He talked to merchants and credit agencies regarding the purchasing power and purchasing habits of the people in these various localities—whether they were living up to or beyond their incomes. He finally decided upon his present location as offering the greatest advantage of any under consideration.

In order to secure the location he wanted, Mr. Pierce found that his

rent the first year would run perhaps \$3,000, or probably 5 per cent of his net retail sales, but he anticipates a yearly increase in sales during the term of the lease that will bring this percentage down to 2 or 2½ per cent.

Next he carefully studied the question of what merchandise to carry. He had been a close student of radio, a "fan," for some time before deciding to go into the merchandising of it and was pretty well posted on what he liked. But now he had to decide what the public would like, and why. The result is that he carries six different makes, each a standard well known brand for which there is a definite demand from the people of his community.

First of all he picked quality merchandise because that had been his training and he already knew quality merchandise to be (1) the most satisfactory to both customer and dealer, (2) the cheapest in the long run, and (3) the only kind upon which to build an increasing prestige, especially in a smaller community.

Then he picked for price range. His sets retail, completely equipped, from \$45 to \$480. Where quality appeared equal, he picked the set that seemed in greatest public demand and this he determined by personal inquiry amongst dealers and public and by judging their advertising programs. In the six makes carried, all approved circuits are represented. His highest selling price is \$280. He pushes this set where the customer has not already formed an opinion.

Twenty-five per cent of Mr. Pierce's business is in combination phonograph-radio sets. He firmly believes the demand for these combinations will increase. He accepts trade-ins, but at his own price. In setting this price, he calculates what he can sell the trade-in for, deducts an amount to cover selling expenses only (averaging around 12 per cent) and offers the customer the balance. He does not accept home-made sets on trade-ins.

"Service"—An Important Element

So far he was in about the same position, insofar as any advantage in competing for the public's trade was concerned, as other dealers. His greatest problem was to find out how he could attract and hold customers against competition. He decided that "service" was the answer to this, and also to at least a portion of the costly "summer slump."

"Radio is new—commercially. Broadly speaking it has never had any service—so little in fact that most people are surprised when I mention it. My personal experience had convinced me a regular inspection by a competent person was necessary to really efficient operation. I decided it must be a self-supporting service but I also realized that if I charged a customer an hour's time on a service call when the man had only been in the house for ten minutes, she would fail to take into consideration the fifty minutes he had spent en route. This is the usual reaction in other businesses. I could not hope to build up confidence through that method.

"I finally decided upon free installation and free inspection at regular intervals thereafter. No charge is made to customers who have purchased sets from us and only a nominal service charge of \$1 a month to others. We test the set and if any replacements are needed, tell them so. They are under no obligation whatever to purchase them from us. In practice, however, we find they usually want the set fixed right at the time. In fact in most cases today we have the confidence of our service customers to the point where we have been given *carte blanche* to correct any defects.

"A woman came into my store one afternoon last October. She asked if we carried a certain make of radio receiver. I showed her the merchandise. She said she had been driving through on her way downtown to purchase a set when she noticed our sign. 'How much will this set cost me, complete and installed in my home?' she asked. I told her that the price on the tag was the price for a complete set, installed and tested in her home and that there were no extra charges of any nature. I explained that in addition we had a man call regularly every month to inspect the set without charge, and that in the event of replacements being needed, only the regular list prices were charged.

"She purchased a set. About a week before Christmas she came in, told me how pleased she was with it and with our service, and ordered a similar set for her old family physician as a Christmas present. I delivered his set Christmas Eve, although he didn't want to let me install it because he was sure I had the wrong address. He is one of our service customers today, too.

"Evanston, like most suburbs, is a

residence town. In summer many go away to their summer homes. This Spring quite a number of our customers had us call for their sets and pack and ship them to their summer homes, and even in some cases send a man up to install and test them there. When they return in the Fall, these sets will be sent back to me, inspected and reinstalled in their homes here. All service work of this nature is charged at the rate of \$1.50 per hour, for the time the man is absent from the shop. We keep a record of all sets shipped to summer homes. If any of these sets fail to come back, I will know that particular customer needs another set here in Evanston."

Customers' Names on File

Mr. Pierce has a file containing the names, addresses and other data of every customer who has purchased a radio or phonograph from him since he has been in business. As soon as a set is installed and tested, the particular card is

filed in a date two weeks later and given to the service man at that time. Thereafter the card is filed alphabetically and the customer placed on the regular service route.

Pierce says his inspection service (which costs 3½ per cent of annual sales) has well justified itself. Indeed, it has more than paid for itself, he says in the increased sales of batteries, tubes, etc. besides—and this is an important point—keeping the customers' interest in radio stimulated through good reception. His sales of A batteries average over five hundred a month and he sells on an average of more than one hundred B batteries monthly. It yields an all-the-year-round income. For example when a battery needs recharging, the man installs a rental battery at a charge of fifty cents a day and the service charge for recharging is one dollar, this usually means a revenue of two dollars for a recharge and the customer is glad to pay it because the service has justified it.



Customer Satisfaction Pyramids Sales

Pierce doesn't merely sell "across the counter." Each sale carries him across the customer's threshold, as well. The set isn't considered sold until it is properly installed in the home and giving satisfactory reception. This rule is never broken, even if the customer is in a hurry. Skilled workmen and motor service enable Pierce to give his customers broadcasting reception on one hour's notice.

"Bargain Prices" of Set Manufacturers Will Bring Demand for Quality Parts

New Factors Affecting Parts Business—Technical Service Essential in Merchandising at Profit—Trend in Condensers and Dials for Straight-Line Calibration—Improvements in Transformer Design

MANY dealers who knew the extraordinary expansion in the radio receiving set business last season may be inclined to think that the parts business is dying out. This is far from being the case. Although the new line of very low-priced receivers is definitely affecting the sale of radio parts, it is effecting a change favorable for the dealer.

Today the buyer who wants radio at a minimum cost can often buy a low-priced receiver at bargain prices—in fact, lower in cost than if he purchased a lot of low-priced parts and assembled them himself.

This means that manufacturers are really putting out collections of cheap apparatus in the form of sets and this robs the dealer of much of his old business in low-grade and low-price unit parts but it does not detract in the least from the quality parts market.

There will always be a very big demand for good radio units to be used by consumers in assembling specially constructed sets along lines of their own election. In addition, there are thousands of professional set builders, many of whom are dealers who intend to build improved radio receivers.

Restrict Number of Lines Carried

The best advice that can be given to the dealer in considering what policies to follow in his parts department for the coming season will be to restrict the number of lines he will carry and to concentrate upon those parts which afford the utmost in technical satisfaction and the maximum profit. If the dealer does not start out with the basic idea that he will handle absolutely the best parts he is not going to succeed. If he is tempted to offer his clients something almost as good at a considerable saving it means that his stand-

ards have dropped and the calibre of client who will come to him for radio parts is going to drop also. By insisting on handling nothing but what he firmly believes to be the very best, he secures the effect of an authority on what is considered to be the very best equipment, and what he recommends will therefore be accepted by the public or at least that discriminating part of it which is willing to yield to him a decent living. The price buyers mean nothing when books are closed at the end of the year.

Low-Loss Units

In the parts market this year there will be found a number of new factors affecting specific parts. In general, we find the tendency toward lower losses in radio frequency units to be continuing with unusual demand being made by the public. This is particularly affecting inductances and radio frequency transformers. In the past, most of the effort has been put into the restriction of losses in variable condensers and in the last two or three years there have arrived

on the market a generous variety of so-called low loss condensers. In the inductance field, however, difficulties of design as well as some excusable ignorance on the part of the manufacturers have prevented the same equivalent advances in this field. However, commercial research engineers have finally come to the conclusion that low loss coils can be made and the progress in this direction is attaining promising proportions daily in comparison with the old coils hitherto in use.

Whereas last season a fairly good radio frequency transformer secondary may have had losses as high as 20 ohms, this season we can expect certain coils which will afford losses as low as 6 ohms, with corresponding sharpness.

Equalized Dial Readings Demanded

In tuned radio frequency this sharpness introduces new difficulties in order to avoid oscillation but the resourcefulness of the average experimenter will solve this problem by more accurate nullifying systems particularly in the control of stray fields.

In respect to tuning, the coil and the condenser have an unusual interest this season. The public has gradually come to the realization that the dial readings must be divided evenly in wave-lengths rather than have a sharp increase at the lower end of the scale. Thus, a new flood of condensers is being offered said to have straight-line-wave-length tuning characteristics (see Page 304). Not all of them, however, are strictly accurate as it is mechanically difficult to make a real straight-line condenser. Ordinarily, other parts are needed with such a condenser in order that calibration be strictly straight line. Some new dials are now being manufactured which cleverly compensate for the

"What Price Parts?"

The parts business is in for a house cleaning. Low-priced factory-made sets will gradually eliminate inferior parts from dealers' shelves. The fan who "rolled his own" merely to save money will no longer help the "gyp" parts manufacturer to keep in production. The ranks of the experimenter will increase and this type of enthusiast will insist upon quality and efficiency unmatched even in high-grade factory sets.

standard semi-circular plate condenser in such a way that the stations are evenly disposed around the circumference of the dial. These are variable-ratio vernier dials.

Vernier dials themselves are also going to be in active demand because of their universal application. They are really essentials rather than parts. We now have some very clever mechanical designs which afford satisfactory ratios together with attractive panel appearance and add to the ease of tuning and the selectivity of the circuit.

No specially new development has taken place in the design of sockets, fixed condensers or high resistance units. Many problems involved in socket efficiency depend more largely upon the elements of the vacuum tube and a very slight gain afforded by a low loss socket is entirely sacrificed due to the inherent difficulties of tube design. An average socket is therefore more a strictly mechanical proposition and sales arguments as to its efficiency in electrical work are usually exaggerated.

Condenser Ratings Being Standardized

Fixed condensers are generally all built upon the same line of design although the ratings are being standardized more rigidly and the materials used are being assembled more carefully. Grid leaks and other high resistance units afford an inviting field for further research. A few new types have been evolved in the last season but no predominant solution of the resistance problem has yet been offered, particularly in the field of the variable high resistance part. Rheostats, potentiometers and other filament controls are straight mechanical problems with relatively simple electrical considerations. Automatic filament controls are coming into favor but will not replace rheostats for some time.

The field of the audio transformer will be given the very closest attention during the coming season. In

Next Month— "Merchandising Quality in Parts"

Beginning in the October issue, "Radio Retailing" will publish a series of merchandising articles on parts, covering enough of the technical details so that dealers may learn to differentiate between good and bad construction. Condensers, transformers, resistances, coils, sockets, etc., are some of the devices to be included in this series of articles.

distortion. The push-pull transformers seem to be fairly well accepted as supplementary amplifying equipment.

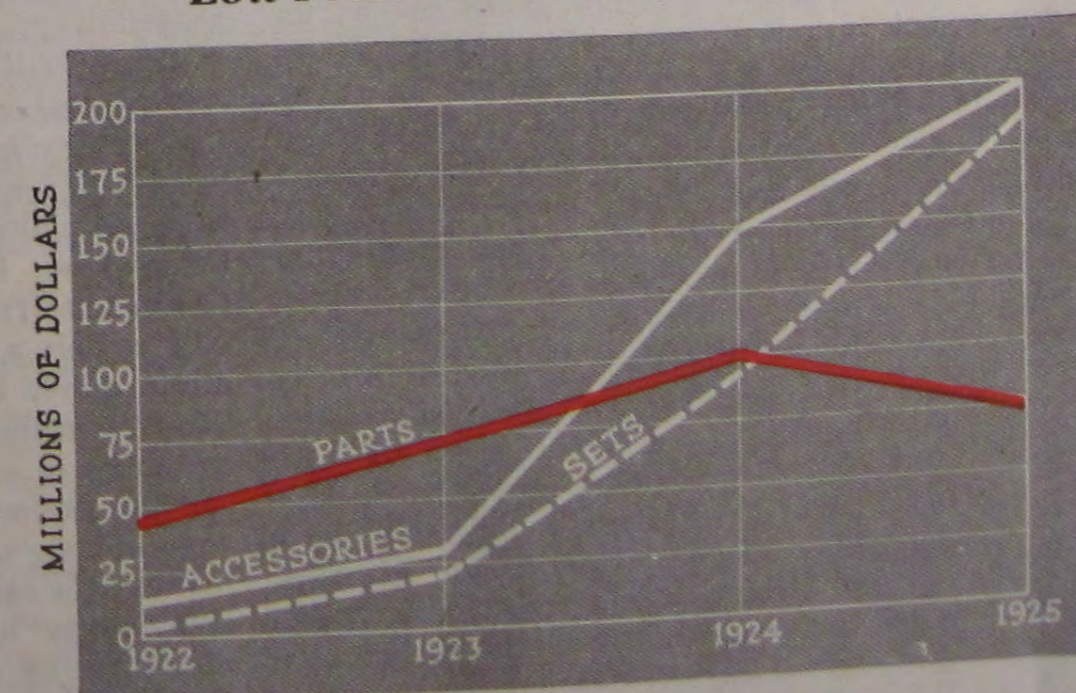
As a unit part, the vacuum tube will unquestionably remain a serious subject of study unto itself. New tubes are now being introduced and the number of manufacturers entering the tube business is increasing rapidly. Nevertheless, there has not been a consistent improvement in overall efficiency of tubes that has taken place in other basic parts. The trend at present is toward the reduction of cost and this is a sufficiently important consideration to the public to compensate it for any failure to improve the quality.

Must Know Shortcomings of Sets

The dealer must face one practical consideration in knowing how far to go in the direction of super efficiency in radio parts. He must appreciate that the sensitivity and selectivity of the very best radio receivers is limited by interference, static and re-radiation, not to mention fading and local conditions. In short, only with the very best locations using aerial refinements which are too elaborate for the average set owner and with circuits which are probably too critical for non-technical operation, is it possible to utilize all the efficiency that radio equipment can afford. In short, there is no use spending 50 per cent of the cost for long distance service in a set when probably 95 per cent of the time the set cannot take advantage of its unusual efficiency.

It is therefore much better for the dealer to consider the mechanical design of the condenser, socket or rheostat and to accept such parts as are consistently manufactured by organizations of reputation. Such parts do not come back due to failure of elements and are universally approved because they are rugged and durable. Unless good electrical design is backed up with the best workmanship, assembly and

Low Priced Sets Reduce Parts Sales



Three years ago 80 per cent of the radio sales volume lay in the parts business as against 20 per cent in set sales. Today this condition is reversed

mechanical support, the dealer should not accept it. A coil, for example, may have extremely low losses but be easily damaged in assembly. For this reason it is undesirable and a coil of slightly higher losses but with better mechanical protection should be selected.

The parts field is essentially a field for radio connoisseurs who are interested in unusual results. Basically it doesn't belong to the dollar saving variety of buyer at all. It is mainly reserved for experts and accordingly the dealer must not expect too great a market in comparison with receiving sets which he can sell in fair volume.

On the other hand, it must be remembered that there are a great many technical publications which are interesting new fans to become enthusiasts and to demand better equipment than the average manufacturer usually puts in a factory set. In short, there is a public which is too discriminating to be sold on the average radio set and will therefore either build for itself or have built for it receivers incorporating radio units of the highest type. This market is a profitable one in every respect. Usually it is linked up with the dealer's own "manufacturing department" which dove-tails in a very convenient way with his inspection, installation and repair department used for his regular set business. The radio dealer who expects to make money in parts must have technical employees who have the ability to keep up the interest of the buyers in radio much more effectively than non-technical salesmen to whom radio is a dead art.

Parts Volume Depends on Quality

Parts, therefore, are an asset provided the dealer will devote the proper attention to the department to maintain standards upon which the public can rely in getting unusual results. Whereas three years ago probably 80 per cent of the sales volume lay in the parts business as against 20 per cent in the set business, this is almost reversed today but that should indicate more clearly how the unit sale must be averaged up in the net profit per sale. It is better to sell 10 unit parts of gross value \$25 at a net profit of 25 per cent than to sell 100 unit parts at a gross profit of \$100 with a net margin of 10 per cent. If the dealer will regard his parts business from this angle, he will not get into difficulty by stocking junk which is a

sacrifice for him because some other dealer gets into financial difficulty and offers the same equipment at cheap prices to the public. Manufacturers who turn out good apparatus can control their outlets and avoid frenzied distribution which leads to ruinous competition for many dealers.

Fans Want New Circuits

It may be said that the most important factor in the parts business is the circuit. With some forty radio publications looking continuously for new ideas in circuits there are certain to be developed unusual innovations which here and there catch fire and the entire flock of radio enthusiasts tumble head long in a frenzy of building the last circuit that comes over.

Everyone remembers how the Armstrong super-regenerative circuit went over in this respect. The same was somewhat true of the neutrodyne and the superdyne. At the present time unnullified tuned, radio frequency has dulled the edge of the market because it eliminates to a large degree the element of circuit efficiency but the discriminating operators are searching around for better ways to attain neutralization in such circuits.

Last season there was a marked trend for the super-heterodyne and a variety of kits came out. Spasmodic solutions also were afforded to the neutralizing problem in straight tuned radio frequency but neither the super-heterodyne nor the neutrodyne has approached the same practical value as the plain regenerative circuit which remains the paragon of economy and efficiency except for re-radiation. Whoever can develop a circuit equivalent to it which affords even slight gains has an unusual prospect of recognition, and what this circuit will be is an interesting speculation. Just as in the book publishing field, the public is continually looking for the "great novel of the year," and every time a new novel seems to offer promise it is read and discussed by most of the dilettante group which influences the reading habits of the irregular readers.

Accordingly, the dealer in his parts department should always have his ear close to the ground to follow what is happening in circuit design. Unless he understands the general trend he will not be able to order his parts intelligently.

The average dealer can generally

estimate that his total turnover in parts should amount to at least 20 per cent of his gross business. If it is less than this he doesn't have the proper standards of technical service but if it is more than this he is probably not merchandising radio sets as he should. If he enters into set manufacturing himself, as many do, he will find that by assembling his own sets he has a satisfactory margin on which to guarantee service and by selecting parts which very few of even the very best manufacturers will use, he avoids service difficulties that the best high-priced receivers involve. That is one reason why the dealer will continue to be interested in good parts.

Miniature Phonograph Record Is Radio Advertisement

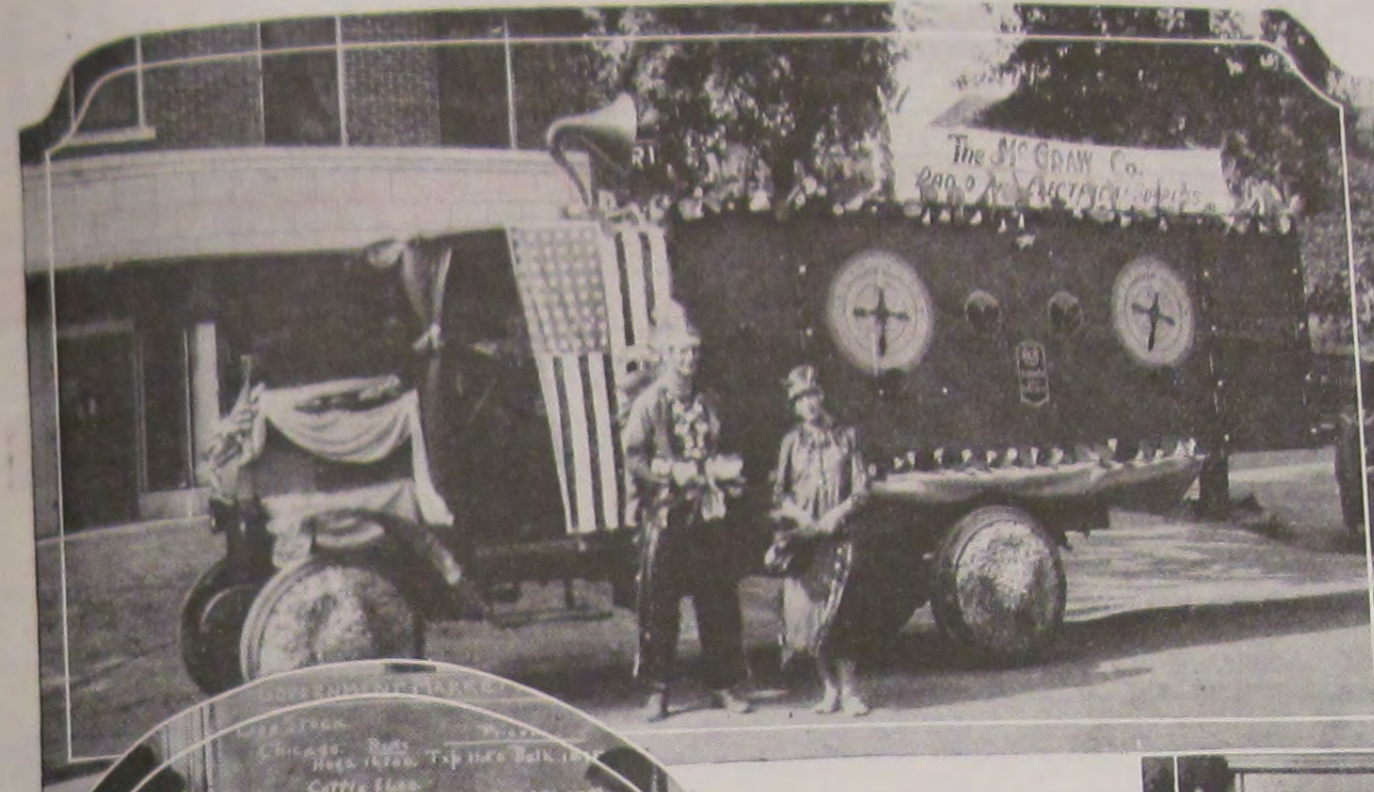
Printed literature given away to the public is often thrown away without being read. Souvenirs that are valued for themselves alone, on the other hand, do not carry with them the message which the advertiser would like to get over, as a rule allowing space for not much more than the name.

A most effective advertising medium was recently gotten out by the Rose Radio Company of New Orleans for use in connection with a radio exhibit in that city. This consisted of a small disk record for use on the phonograph. This was clamped to a cardboard bearing the firm name and labelled "A Message of Importance 2 U." The article was so attractive and ingenious that the individual receiving one was bound to carry it home and try it out on the talking machine.

He then heard a message about as follows:

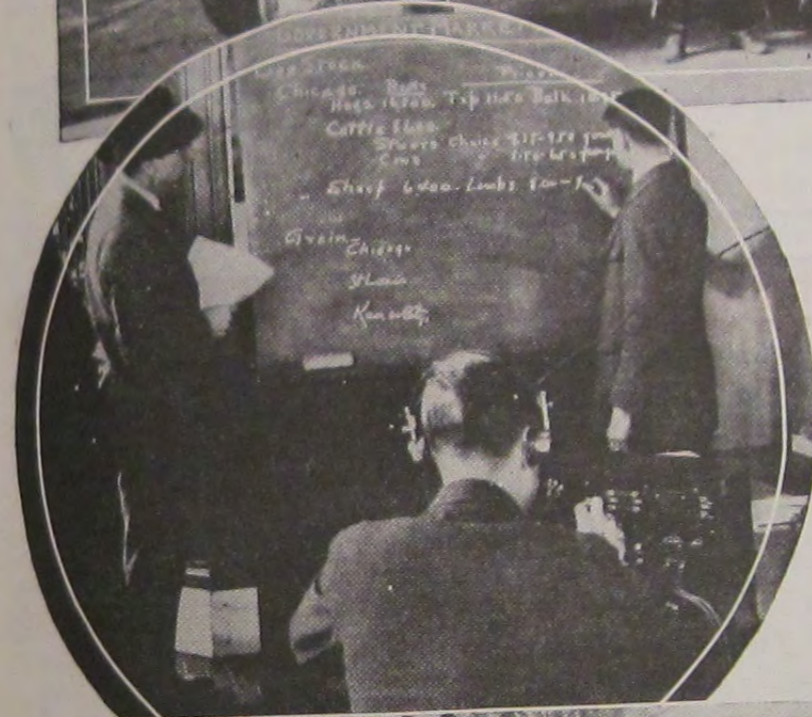
"Rose Radio Broadcasting Station. After years of pioneering in radio, it is satisfying to know that the best results in long distance reception in this community have come from those who have purchased their equipment from this store. This may be only a coincidence, but on the other hand, it may be due to the life-long policy of painstaking thoroughness in selecting and in servicing the radio sets I sell. My policy now and always will be. 'No satisfaction, no sale.' I am taking this opportunity of going on record in guaranteeing results. I thank you. Rose Radio and Electrical Supplies, 129 Camp St., New Orleans, signing off."

Rolling Along the Radio Trail



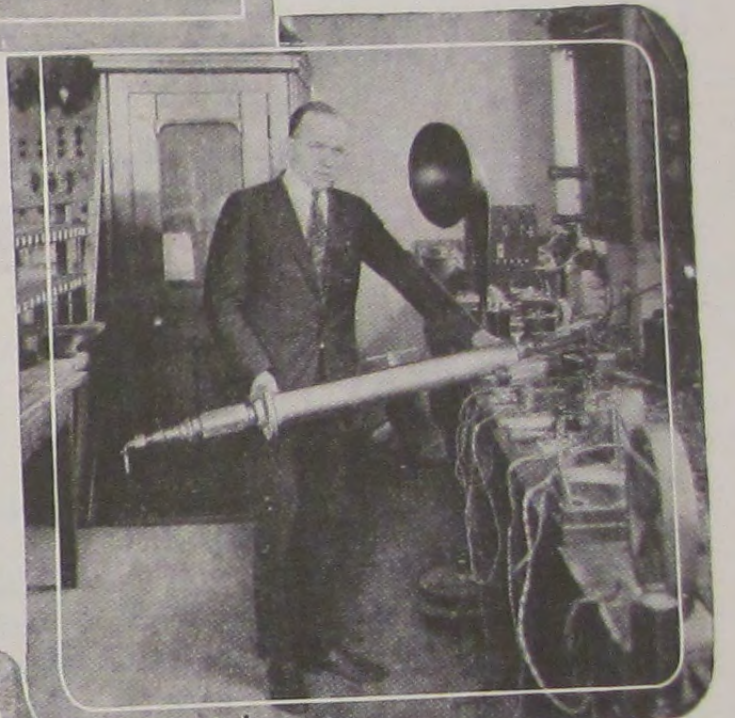
Radio Leads the Parade

The McGraw Company Sioux City, Ia., was well represented in the Indian celebration by this float, a monster receiving set mounted on an auto truck. Inside the huge set was a real one, which broadcast a concert through the speaker on the roof. The big set was lined with red, white and blue lights, the current being supplied by a 500-volt storage battery also carried on the truck. Souvenirs, in the form of feathers, advertising the McGraw Company, were given away.



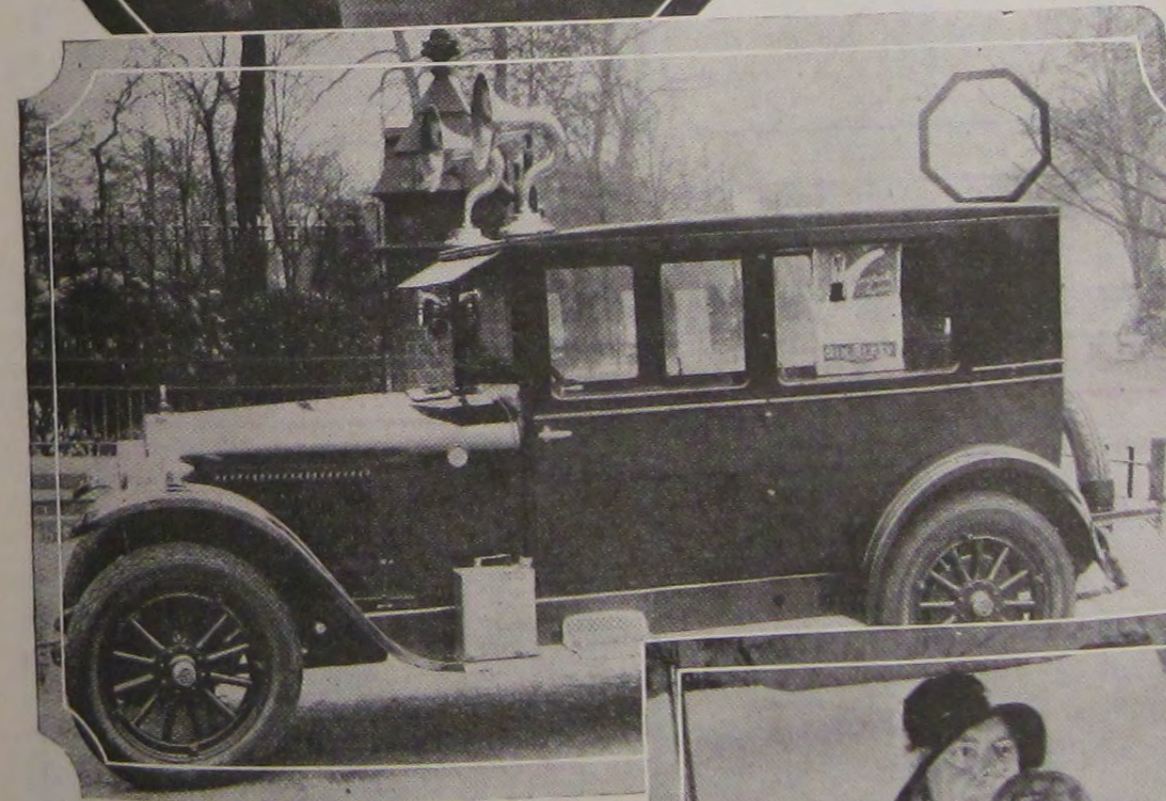
Using Radio in Business

A Chicago brokerage house keeps its patrons up to the minute in stock, market and crop reports through a radio receiving set. Along the same line, country banks are finding radio service for farmers an increasingly popular rural necessity.



The Largest Vacuum Tube

A million-watt vacuum tube, the largest in the world and fifty times more powerful than any now in use, has been developed and completed by J. H. Payne, Jr., in the laboratories of the General Electric Company at Schenectady, N. Y. The power of this tube is sufficient to light more than 1,500 homes, equal to lighting some 40,000 ordinary 25-watt lamps.

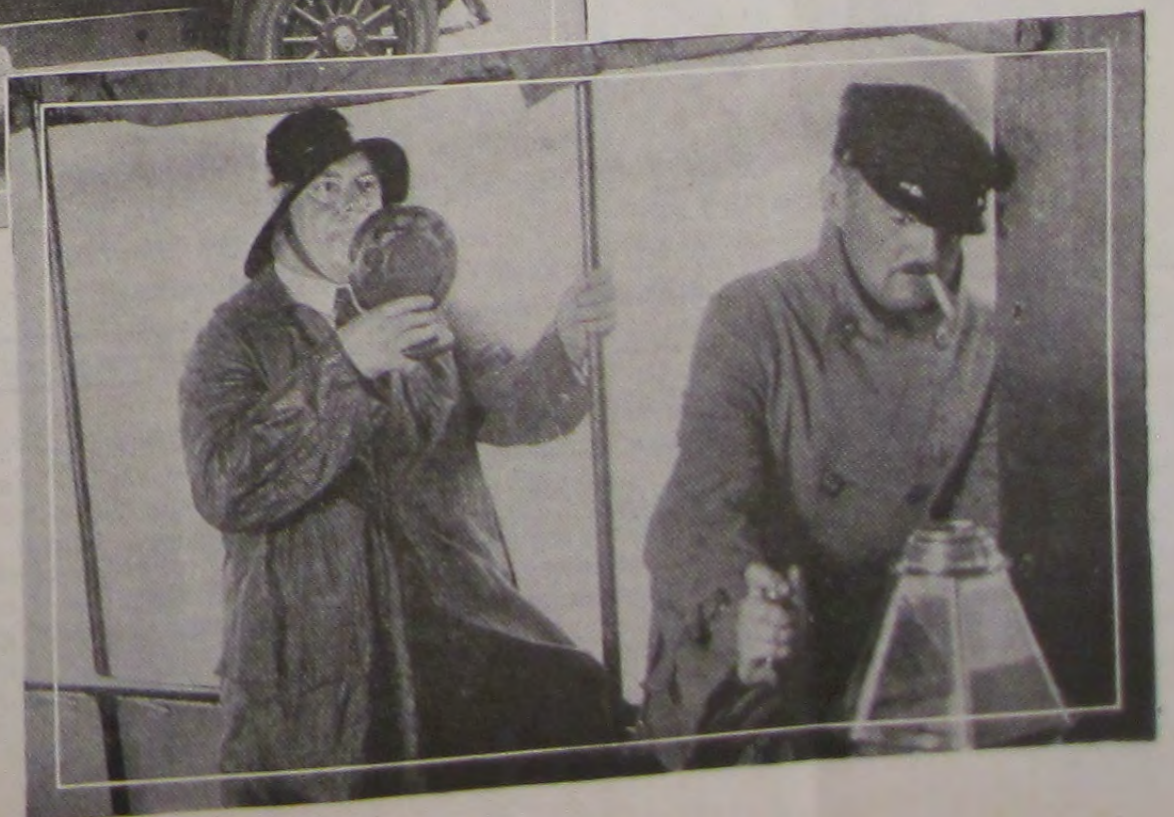


Advertising Radio in England

This "Radio Coach" was designed and equipped as an advertising medium for the General Radio Company, Radio House, Regent Street, London, Eng. It is fitted with an 8-tube receiver in the tonneau above the rear seat.

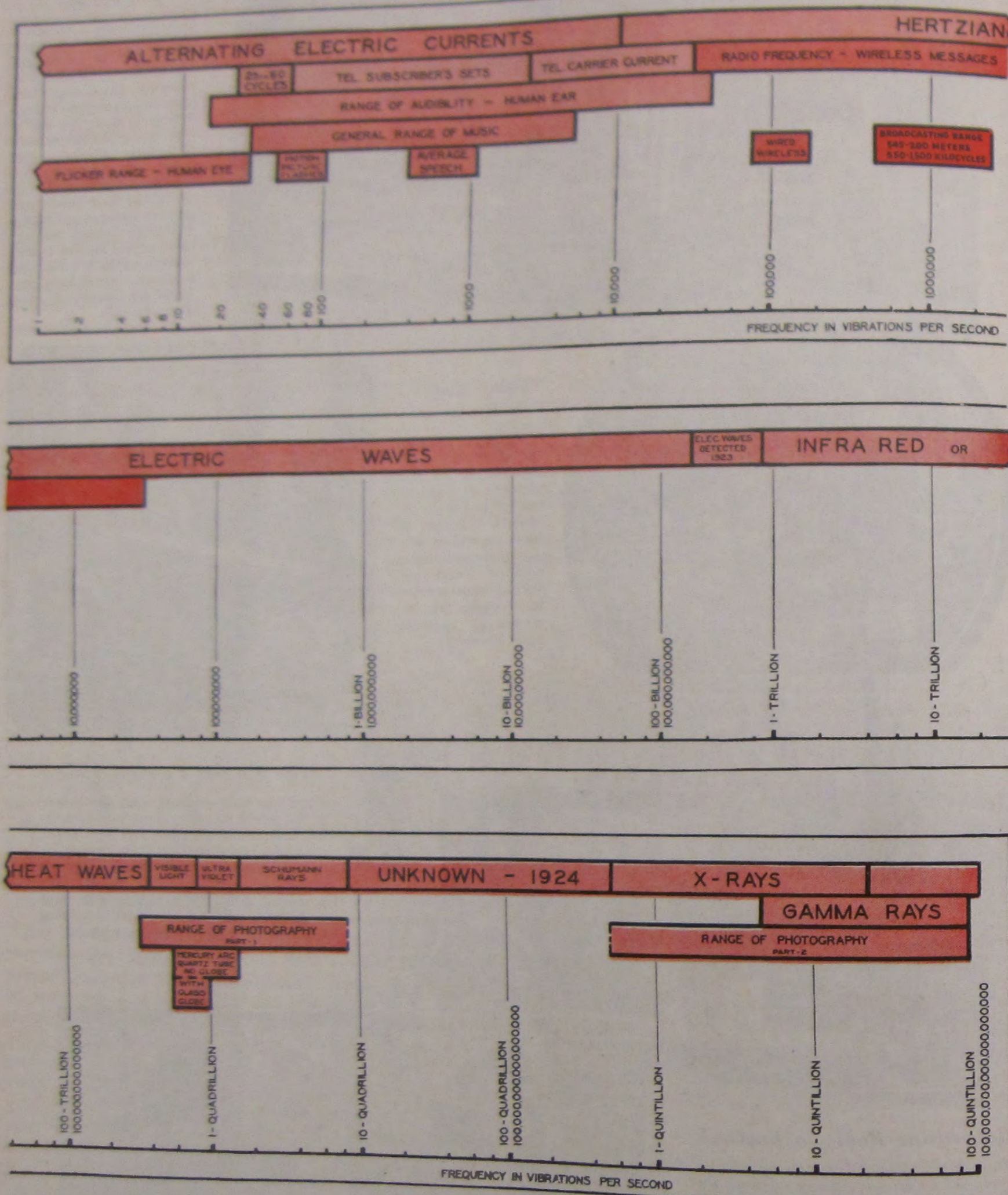
Not "Asleep in the Deep"

Now that they've started broadcasting boat races, the deep can no longer be accused of being sleepy. The annual Larchmont to Gloucester yacht races on Long Island Sound were broadcast through WRMU, the A. H. Grebe Company's sister station to WAHG at Richmond Hill, N. Y.



Radio's Place in the World of Vibrations

This Chart Visualizes the Relative Positions of the Various Kinds of Known Vibrations, Showing the Ranges They Cover and the Mediums Through Which They Are Perceptible



This Business of Ours

- Receivers Must Reach Down to Lower Wavelengths
- Help Mr. Hoover Regulate Air Traffic
- Fewer Stations and Better Programs a Dealer Problem
- Legislation Needed to Control Granting of Licenses

By J. ANDREW WHITE
A Monthly Department of Retail Radio Comment

WE WERE discussing the future of our business, another retailer and myself—competitors are getting together more and more; it's one of the good signs of the industry—and he made a reference to some of the stuff I have been writing, inquiring, "Why are you getting all het up about this matter of fewer stations and better programs; don't you think that legislative matters are really the concern of the manufacturers, not we dealers?"

Can you beat that! It looks perfectly plain to me that anything affecting the regulation of broadcasting hits the listener right off, and since it is his money that is keeping our stores open—why, first, last and just about exclusively, it's a retailer's problem. Selling a set means taking a customer on for better or worse, and since we have to meet that public daily, face to face, I'll say that broadcast regulation is a subject certainly, of major importance.

The dealer whose attitude about stations is, "The more the merrier," can stop thinking like that right now. The wavebands for Class B stations are over-congested; every channel is occupied; time allocations have all been allotted; there is a waiting list and people willing to build new stations are being warned not to go ahead. There'll be no place for them on the air.

The friendly competitor was inclined to dismiss the dilemma with a shrug. They'll increase the range of wavebands in the broadcast channels, he figured, and if they go down below there will be more room added, and that will be that. Which, he opined, was no particular concern of the retailer.

It reminded me of a story. Incurable habit, this story telling, but a little irrelevancy often emphasizes a point. So here goes.

There was a commotion in a negro cabin, and a neighbor looked in at the door. A small boy lay writhing on the bed while his mammy bent solicitously over him.

Sympathetically, the visitor inquired, "What-all's de matter wif de chile?"

"Too much watermillon, I'spec," replied the mother.

"Cain't be," protested the visitor. "Cain't never be too much watermillon. Mus' be dere ain't enough boy."

AND THERE isn't going to be enough boy—you'll see that, if at the Hoover conference or some other legislative get-together in Washington, it is decided to provide additional wavebands for broadcasting. Some one of these days the

Lower Wavebands Must Be Used

if all applications for broadcasting licenses are to be granted. Secretary of Commerce Hoover has no authority to refuse a license, yet the wavebands now in range of the average receiver are already overcrowded.

One of two things must be done, Major White says. Either give Mr. Hoover laws which will govern the granting of licenses, or change receivers so as to reach 200 meters or below.

issue is going to be settled and a solution of the present predicament worked out. They are already putting the new stations for which Class B applications are pending down in the 200 and 250 meter section—which is the logical place, for within that fifty meter span of higher frequencies as many stations can work without interference as in the entire 360 to 550 wavelength band. Then here is the problem we are facing right now—sets which listeners now have are going to be well nigh useless on the lower scale. Very few of the existing sets are designed to go below 250 meters. There's where there "ain't enough boy."

Several million sets were sold in good faith to operate throughout the entire range of wavelengths used by broadcast stations; the purchasers of these sets are customers of our retail stores; they are going to hand the problem right over to us, if they find a lot of new stations coming on the air which are not within the tuning range of their present receivers. Some consideration of this dilemma therefore seems to quite in order.

FIRST, there is the question of whether a lot of broadcast stations are going to be put down in the lower wavelength scale. Who can say? Radio is operating under the handicap of an obsolete regulatory law, framed thirteen years ago, when there was no broadcasting, and although repeated efforts have been made to bring this up-to-date, Congress hasn't yet got around to it; meanwhile, the Secretary of Commerce has had the sizeable task of radio regulation on his hands, given

THE radio industry deals constantly in vibrations. If there were no such things as vibrations there would be no radio, no receiving sets, no sound, and probably no life, either. All of us are conversant with pieces of this vast vibratory scale and it will therefore be helpful in understanding radio and related phenomena to have some form of picture showing radio's position as related

to other groups of vibrations with which we are less familiar. According to W. W. Godard, of the Cleveland Electric Illuminating Company, who compiled this remarkable chart, "it has been necessary in this study of vibratory phenomena to collect data from many sources, involving practically all branches of science, and though the values given by different

authorities are substantially the same, there are a number of cases where minor differences exist. "This is what might be expected in a field to which hundreds of scientists are constantly giving their attention and it has not materially affected the limits or position of any bands shown on the chart."

From C. E. J. Motor.

plenty of responsibility but indefinite authority.

Mr. Hoover has done a very good job, but the statute which would have given him arbitrary power of decision as to who is to broadcast and who is not, failed of enactment. He has been left in a position where there can be no legal grounds of refusal of a station license to a newcomer who wants to broadcast, and with more and more aspirants for air honors coming along it is necessary that a large proportion of them will be given wavelength assignments in the lower bands.

If this is a gradual process, the position of the retailer in the matter is to make it clear to customers that the average set is not designed to pick up these particular stations, but that there are plenty of others which can be heard. How long this explanation will suffice and how satisfactory it will be is largely dependent upon how many and how meritorious are the programs broadcast on the lower scale. It is a fair assumption that after a time there will be things going on down there that the average listener will insist upon hearing, and the retailer will have to deliver the goods.

Now so far as tuned radio frequency and neutrodyne sets are concerned there is no accessory which can be hooked on that will do the trick. At least, I don't know of any. It appears that material alterations will have to be made in the sets themselves, which means that the retailer will have to take the set from the customer and make the alterations in his own shop, or pass it along back to the manufacturer to do the job. The latter proceeding would give opportunity for plenty of confusion and all around grief; for the dealer to do the work himself, or turn it over to a repair specialist, is the more workable plan. A proper charge could be made for such alteration, one that would make the business profitable to the retailer, because a customer who has had his set a year or two is not likely to kick at what really amounts to an overhauling charge.

Of course manufacturers would design their new models to encompass the extended wavelength range, so nothing additional would be required of purchasers of new sets.

ON THE whole, the complications would not be very great if 200 to 250 meters became the principal hunting ground for air entertain-

ment. Those fifty meters would permit at least 500 more stations to work, and certainly that is provision enough to take care of all who now feel an irresistible urge to broadcast. Assuming that something will have to be done, that Mr. Hoover is right up against it and embracing the lower range is the only way out of it, no branch of the industry will be as greatly concerned as the retail end in affecting adjustment and reconciliation with the listeners themselves.

There will be those who will think that if the change is to come it would be better to do it right away. That, as a matter of fact, is the way I feel about it, personally, seeing a further complexity of the problem as the army of listeners multiplies. But there will be others holding the opinion that any increase in the number of stations is against the best interests of radio. Support of this opinion calls for a strengthening of Mr. Hoover's hand through legislation.

THE White Bill, which gave discretionary power to the Secretary of Commerce, failed of passage, but not because of that particular provision. Similar provision would have to be contained in any future bill drawn if the advocates of fewer stations and better programs are to have a look in; and since there are many retailers who are convinced that the healthy growth of the radio business requires this kind of restrictive administration, forthcoming radio legislation is the concern of every dealer in the retail field.

I feel that it is something about which each individual should have a definite opinion. If new legislation is indefinitely postponed, the newcomers who are clamoring for broadcasting licenses will have to be taken care of, presumably in the lower range of wavelengths. That brings up the problem and complications of alteration of sets, already reviewed. But if Washington is to bestir itself and give us a workable radio law, then those who feel that the interests of the business will best be served by reduction in the quantity of broadcasters and elevation of quality must line themselves up as advocates of the provision by law to vest in the Secretary of Commerce adequate discretionary powers—an authority broad enough, for example, to require stations to meet a definite program standard, a specified degree

of excellence in entertainment, and in accordance with their success or failure in living up to such specifications, to extend or restrict their operating hours on the air, or even revoke a license.

AS THE matter stands now, equal rights must be given to all who apply. The broadcaster who proposes to have the finest studio, equipment and personnel is not entitled to any more consideration than the fellow who is going to run a one-man show with wheezy emanations on a fractionally modulated carrier wave. Although basically a fine American idea, the slogan that all men are free and equal has nothing to do with the ability to entertain. Those retailers who are convinced that it is the program that sells the sets, rather than a multiplicity of indifferently good stations, have their responsibility in seeing that proper legislative measures are enacted for sensible restriction of the number of stations. The alluring bait of toll charges and selling time on the air to advertisers is steadily attracting more and more applicants. The thing has got to end somewhere.

And now I have given you what appear to be the essential reasons why a retailer should look upon his relation to the subject of broadcasting as a close one. Which side of the fence he is to be on is a matter of individual decision. But there should be a decision.

A Radio Gate-Keeper

A German specialty manufacturer has put radio to a new and ingenious use, with arresting possibilities, according to advices to the Department of Commerce, from Berlin. This device, which the manufacturer is trying to introduce on the market is known as the radio thief catcher. It comprises an electrically wired gateway, which is designed to be placed at the exit of factories and mines. A gate keeper with a pair of head phones listens as every workman passes out through the gateway. The electrical discharge is so adjusted that whenever an extra amount of metal is brought through the gate a sharp singing noise is heard in the head phones. This can be so adjusted that the presence of small metal coins, or a pocket knife, would not be noticed, but other metals concealed about any workman over and above these indispensables would be immediately detected.

Broadcasting's Rapid Strides Will Boom Radio Sales

Fall and Winter Season to Be Replete With Surprise Features For Listeners-in—European and American Programs to Be Exchanged—Application of Recent Developments in Transmission Promised in Near Future—How Dealer Can Sell "Broadcasting Service" to Prospects

IN entering into its fourth year of practical commercial application, radio merchandising finds in its lap a greater "subsidy" than was ever given to an industry, not even excepting the British merchant marine.

This subsidy, in the form of broadcasting talent, free newspaper space, technical research and universal acceptance of the public voiced on all sides, has got beyond the bounds of statisticians. Advertising men have placed estimates on its value of from \$200,000,000 to \$500,000,000 for last year alone. With unprecedented development in the transmitting end the past few months and superior programs in the formative stage, this season's subsidy assumes such gigantic proportions that each dealer's quota would seem to be measurable in dollars and cents.

No Aladdin's Lamp could do more for listeners-in than is promised this fall. Paderewski from London, Berlin Symphony from Germany and the Paris operatic stars from France are possible features to be retransmitted from the new 50-kilowatt station at Bound Brook, N. J. Plans have been completed and are shortly to be announced telling about the exchange of these programs between the super-stations of Europe and America.

These European programs principally from England, and super-stations in Germany, will be picked up at Belfast, Me., and transmitted by wire to the Radio

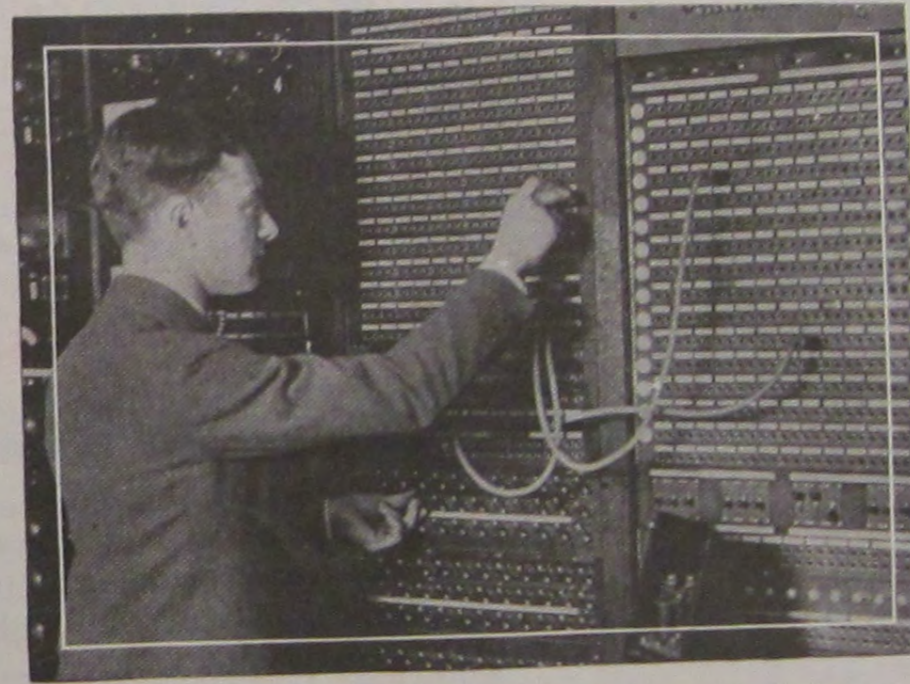
Corporation station at Bound Brook. That this station will prove a boon to dealers as far west as Kansas was recently demonstrated through tests undertaken by WGY at Schenectady, which also has a power output of fifty kilowatts. California, Cuba, British Columbia and England reported a very definite increase in original strength during these tests. These

locations can normally receive WGY during the winter months only. None of the reports received mentioned any difficulty experienced in tuning out WGY's high-powered wave. Even in Schenectady, within four miles of the transmitter, owners of selective sets reported the wave so sharp that it could be tuned out at will in favor of middle western stations then on the air.

While there is mixed opinion on the part of broadcasters as to the interest value of trans-oceanic programs, due to the belief that the great distance involved will interfere with quality, it is a certainty that the dramatic appeal of such a great achievement will surpass anything heretofore attempted in broadcasting.

Local programs of a consistent high order have been maintained all during the summer, and since active competition between broadcasters for audiences will wax warmer as the season draws to its height, more and more features can be expected.

The Victor Company is now in radio with both feet, and if its present broadcasting negotiations are consummated the trade will have "dealer-helps" in the form of programs that will be comparable to this company giving away phonograph records for the benefit of Victrola sales. The potential worth of such stars as Galli-Curci, Chalapiin, Jeritza, Ruffo, Schumann-Heink and McCormack being available to 43 per cent of the country as-



Population of 47,616,000 Within 100-Mile Range of WEA F's Service—3 per Cent Have Radio

Within an area of a 100-mile radius of 12 cities, the American Telephone and Telegraph Company, through its station WEA F, and eleven other stations using its facilities, is able to reach 43 per cent of the population of the country. The following figures are of unusual interest to the radio trade, as they show the number of sets in use and also the percentage of potential prospects for sets in each district, based on a possible saturation of one to every five persons:

City	Station	Population 100-Mile Area	Number of Radio Sets	Per Cent Saturation
New York City	WEAF	10,626,000	468,000	23
Philadelphia	WOO	5,509,000	202,000	18
Boston	WEEL	4,792,000	219,000	22
Pittsburgh	WCAE	4,694,000	158,000	16
Cincinnati	WSAI	4,302,000	124,700	14
Detroit	WWJ	3,826,000	154,000	21
Washington	WWJ	3,826,000	101,000	16
Cleveland	WCAP	3,092,000	116,000	18
Atlanta	*	2,143,000	20,000	4
Buffalo	WGR	1,907,000	87,000	22
Minneapolis	WCCO	1,878,000	67,000	17
Davenport	WOC	1,750,000	74,000	21

* Station not announced.



Write to local broadcasting stations and ask them to include your name on their mailing list for advance news of their programs. With this information

you can "merchandise" one feature each week. Send your prospects personal letters and circulars telling what's "on the air."

sumes enormous proportions. For only two or three times the value of a seat at one concert of these stars, Mr. American Citizen will be able to purchase a receiving set that will bring them into his own front parlor every time they broadcast.

Newspapers generally have laid aside the distrust of radio broadcasting and are keenly alive to the public's interest in program features and engineering development. Within the past month scarcely an edition of a metropolitan daily appeared which did not carry news on some radio subject—the controversy between long wave and short wave transmission, the navy experiments or the 50- and 100-kilowatt stations in process of construction.

Research work in radio transmission has been fruitful of very definite results within the past few weeks. Because of meagre data, one group of engineers has been advocating

super-power as the remedy for overcoming static and "dead spots," another, low-power short wave trans-



Feature the week's "best bets" in your newspaper advertising. Put your ad on the page of theatre notices rather than in

radio section, and start it off in this fashion: "John McCormack will entertain Dayton Thursday night, etc."

mission to accomplish the same results; another, medium-power long



Play up the programs in window displays as music stores do phonograph records. Approximately one out of every eight persons passing your store has

an automobile, a phonograph and a telephone. However, only one out of every twenty-seven passers-by is the owner of a radio receiving set.

wave transmission. Many types of antenna systems are recommended including reflector, vertical, horizontal and angular.

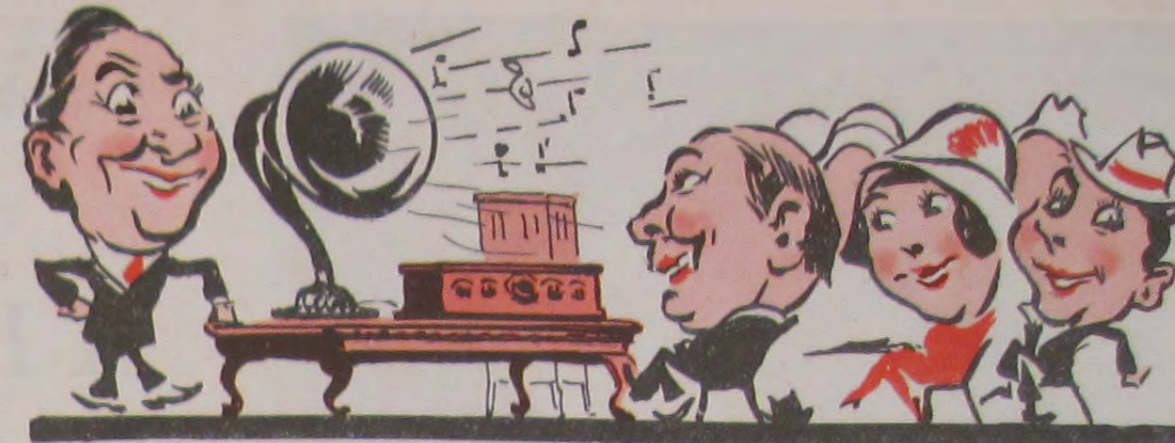
Dr. E. F. W. Alexanderson is completing his test with radiation of horizontal polarized waves at the new 5-acre radio research laboratory of the General Electric Company at Schenectady. A practical demonstration of the polarized theory in transmission is expected to solve the mystery of fading and, more important, enable the super-stations to control their energy output so as not to interfere with local receiving conditions. This will be revolutionary in its scope, as already thirty stations have increased their power output the last year from one half to five kilowatts. Many stations will go to 25 and 50 kilowatts as soon as

the Department of Commerce reports favorably upon tests held in conjunction with the General Electric Company last month.

Secretary of the Navy Wilbur in announcing the progress of experiments in horizontal and vertical radio transmission being carried on by the Naval Research Laboratories in association with the Carnegie Institute, declares that results already stand as "the nearest approach to the key of unsolved problems that radio has yet made. The Naval Laboratory is now in communication with practically every county using short wavelengths. Understanding of the principles involved has progressed to the point where it can be definitely stated that a high-frequency transmitting station can be built at a cost of \$60,000 that will give better and longer range than the present high-power stations

costing \$2,000,000 and the cost of operation will be correspondingly lower." It is significant to note that the Navy experiments closely parallel the theory propounded by Dr. Alexanderson: that there are two waves in broadcasting and transmission. One of the waves known as the "horizontal wave" arrives by way of the earth and the other, the "vertical wave," by way of the sky "layer," an ionized region varying in height above the earth, according to atmospheric conditions.

Other developments which will eventually be reflected in dealers' sales are the experiments of the Westinghouse Company with its "booster" system in retransmission, the addition of Atlanta, Ga., and other Southern and Western stations to the American Telephone and



When a concert or operatic star broadcasts, arrange free concerts in your store. Invite your prospects, your friends and

friends' friends to come and listen-in that night. If the feature is broadcast in the afternoon hold a "radio tea."

Here is a movement, if carefully fostered and developed by dealers, will eclipse the vogue of Mah Jongg as a society recreation.

Just to what extent the average

community. In co-relating these programs with dealer sales, a step-by-step campaign can be outlined as follows:

1. Write to all stations received in your area for advance news of their programs.
2. Select the one each week which you think will have the greatest appeal to non-owners.
3. Arrange a concert in your store and prepare to give a public hearing of the program.
4. Print neat invitations in formal style, giving the time, place and nature of the concert and send them to a selected list.
5. Talk the store concerts to your customers and ask them to tell friends.
6. Have a neatly-lettered card in the window announcing the concert and inviting the public.
7. Devote a few newspaper ads to the store concert, and include the week's "best bets" in your regular ads.
8. At the time of the concert, give out cards so that those wishing home demonstrations may fill them out.



Include the "programs" in your store selling. Talk about them to your customers and tell them to ask their anti-radio friends

to come to your group concerts. And most important of all, ask them for their friends' names and addresses.

Telegraph Company's system of interlinked stations.

The ultimate object of all this experimental work, and plans for improved programs, involving the expenditure of millions of dollars is, of course, an appreciable improvement in the service to broadcast listeners.

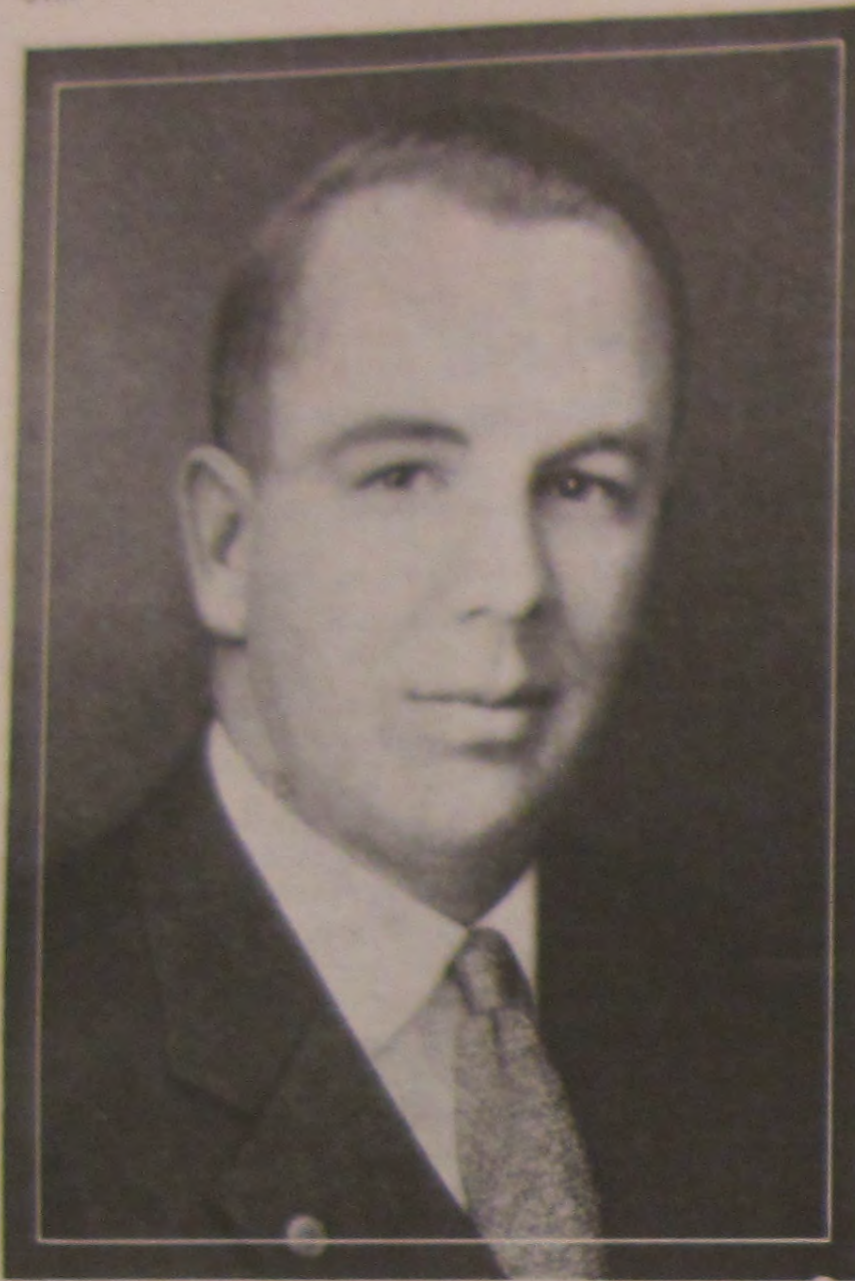
There is another significant news item of interest to radio dealers which occasionally creeps into print in various cities throughout the country. It is the "Radio Teas," held by women's clubs, when a member or some celebrity broadcasts. Last month the Westchester County (N. Y.) League of Women Voters celebrated the fifth anniversary of the ratification of the Suffrage Amendment by holding "Radio Teas" in the homes of members, and listening to Mrs. Carrie Chapman Catt deliver a radio address. To date, there has been no more potential means of interesting the women in radio.

dealer will profit by these developments, rests on his ability to merchandise the broadcasting service within receiving range of his com-



Merchandise broadcasting all over town, from door to door, using star's name as "opener." Offer prospects home demon-

strations, to be given when celebrities or other features are broadcasting. Watch for programs of interest to women.



Herbert H. Frost, in the few short years of radio's existence as an industry, has made himself an outstanding figure in accessory manufacturing circles. His organization is national distributor of Cunningham tubes and he was recently re-elected president of the Radio Manufacturers' Association. He was inspector of radio apparatus for the U. S. Army during the War and rose to the rank of Major.

THE most important link in the radio chain is the neighborhood or community dealer. This fact is recognized by every radio manufacturer and the present trend has brought intensive study of the dealers' problems in order to stimulate a better class of neighborhood dealers, increase their profits and make them a permanent factor in their community. In spite of the keen competition now existing between dealers, a very small percentage have exerted themselves enough to take advantage of the opportunities passing their door every day. This radio year will see the survival of the fittest and the dealer who thinks and acts will win out over the man who merely "stands behind the counter."

Most articles I have read advise the dealer on how to buy. The following ten new thoughts for the radio dealer are on how to sell.

1. Do you know the buying power of your trade? This is determined by your store location. If you are in a neighborhood of "3,000-and-up" automobile owners, plan your selling on the basis of satisfaction with secondary regard for price. Be able to show why the price is justified by results and ornamentation, not because of "low losses or high amplification." If you are in a more modest neighborhood, offer your trade radio which can be paid for on a cash basis or time-payment plan and avoid the charge-account plan as much as possible.

2. Be as aggressive as the "gyp" competitor and you will soon be too busy to even think or care what he is doing. Ninety per cent of all "gyp" stores exist because they are live wire affairs taking advantage of the sluggish neighborhood dealer. You can attract just as much attention as the "gyp" if you will, and you can gain the confidence of your new customer at the same time. There are dozens of ways of beating the "gyp" to the sale.

3. What special sales resistance is there in your neighborhood? Have the landlords forbidden the placing of aerials on apartment house roofs or just frowned on the practice, and if so, are you meeting this situation with assurance of successful operation of certain sets on inside aerials and loops? Has the power company surveyed its lines for transformer leaks, grounds and other causes of "static"? Is your location a "dead spot" to certain distant stations? Is there a local tax on radio or the likelihood of there being one? Are you too near a powerful broadcasting station? These things had better be investigated and your sales plans made to overcome skeptical questions with intelligent answers.

4. Don't let the parts business go to the other fellow. You don't have to carry a big stock in order to get the parts business in your neighborhood. A selected stock of standard parts is all that is needed. Your profit is good, turnover fast, and it's all cash business with no return goods. High school clubs, manual training schools and the regular "dyed in the wool" radio fans are all repeat buyers of parts. Is your store known to them? Your attitude toward this branch of

(Continued on Opposite Page)

What I Would Do If I Were—

A Radio Dealer

I Would—

- ☐ Be as Aggressive as My "Gyp" Competitors
- ☐ Get My Share of the Parts Trade
- ☐ Capitalize Special Programs

By HERBERT H. FROST
President, Herbert H. Frost, Inc., Chicago, Ill.

A Radio Manufacturer

I Would—

- ☐ Distribute Only Through Radio Jobbers
- ☐ Put Products on a Territorial Distribution System
- ☐ Give Sufficient Discount to Dealers

By J. C. HOBRECHT
President, J. C. Hobrecht Company, Sacramento, Cal.



J. C. Hobrecht, recognized as one of the leading contractor-dealers of California, started in the electrical business in 1901 and took on wireless apparatus in 1913. He was quick to see the possibilities of radio and pioneered in getting radio started on the West Coast. Hobrecht's retail electrical and radio supply house, at Eleventh and K Streets, Sacramento, is considered a fine example of that type of store.

IN MY opinion, there are entirely too many radio manufacturers and they have so confused the public that people are afraid to buy, for every manufacturer claims his set is the only one that is any good and the rest of them are all junk.

It is my firm conviction that before the radio industry can in any way be stabilized, it will have to be put upon a territorial distribution basis, both as to the retailer and the jobber, and I believe that the manufacturer who insists that his jobber be strictly a radio jobber and handle nothing else, will eventually win out.

At present, the consumer who pays a retail price for a radio set is considered foolish. The distribution today, being through electrical jobbers, hardware jobbers, music jobbers, athletic goods jobbers and various other and sundry jobbers, they all, having customers in their various lines, sell them a little radio, and the various retailers trading with these jobbers supply their customers in all the various lines with radio sets at cost in order to get the customer's good will on their other merchandise. Result is, that people buying radio sets get no service, the sets do not work satisfactorily and the whole radio industry is discredited thereby.

Radio Should Be Distributed Only Through Radio Jobbers

On the other hand, if radio was distributed only through radio jobbers, they would see that dealers sold and really sell radio service and not merely sets.

I would also see that my dealers sold radio sets at a profit. To enable them to do this I would give them a sufficient discount to cover the necessarily high selling

expense and service cost and then I would see that he did not give any of his discount away.

With every Tom, Dick and Harry in the radio business, the manufacturer is getting a very good distribution, but unless the dealers are making money, there is sure to be an endless number of failures, resulting in "closeouts" and cut prices which will deal the industry a blow from which it will be a long time recovering and with this in mind I should say that "If I were a radio manufacturer with less than a million dollars of capital, I would get out while the getting is good."

"If I Were a Radio Dealer"

your business will be directly reflected by your cash register.

5. When you sell on time payment use an approved form of contract with your customer; one that is in clear, plain language and lends confidence to the transaction. Never let your customer sign anything that holds the slightest doubt as to interpretation. That's the surest way of avoiding re-possession. Even one dispute over the wording or customer's rights under this contract will be broadcast to the neighbors who are likely to put you down for sharp practice and avoid your store.

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What the Jobber Can Do to Help the Radio Dealer

A Few of the Ways in Which a New Orleans Distributor Helps His Customers Keep on Good Terms with Their Banks

By PERCIVAL STERN

President, Interstate Electric Company, New Orleans, La.

There are more than three hundred manufacturers of radio sets while the demand could be easily filled by a comparative few. The companies who remain will be those who have ample finances to stand the losses that will unquestionably face them in the next few years.

The distributor should choose with care the lines that he sells, considering the following primary factors:

1. The quality of the set should be first class.
2. The set must be well and favorably known and nationally advertised.
3. The policy of the manufacturer must be consistent with good merchandising policies.
4. The factory should be well financed.
5. The factory must protect distributor and dealer if changes in models are made during mid-season.

"Radio Should Not Be Handled As a Sideline"

The dealer must recognize that radio is an industry and should not be handled as a sideline. He must be careful not to purchase unknown brands, because they can be bought cheaply, but instead he should build his business upon the basis of quality and service. It is most essential that he receive an adequate profit to reimburse him for the demonstrations necessary to close the sale and service rendered after the sale is made.

Our company will not sell to consumers, but refers all inquiries to dealer accounts, dividing the inquiries among our dealers and not giving the same inquiry to two or three dealers, thereby causing unnecessary expense.

Dealers need considerable assistance and co-operation, and we make an earnest effort to study their problems and assist in the way best suited to overcome their difficulties.

Every new dealer is furnished a competent radio man who not only understands the installation and servicing of sets, but also good merchandising principles and remains with the dealer from three to six days, depending upon the size of the dealer. When this specialty man leaves, the dealer knows how to sell radio sets profitably.

Advertising is most essential for the success of the dealer in the sale of radio and we pay one-half of the expenditures the dealer makes in advertising sets he buys from us. We furnish folders, window trims, blinking signs, pedestals, and in fact every item that will possibly assist him in merchandising radio sets successfully.

Preferably we give a dealer the exclusive sales rights on individual sets in his town unless it be a large city. In this case a dealer would be appointed in each of the following lines: Radio dealer, music dealer,

Jobbers Should Give Their Dealers Protection

Some of the practical ways in which jobbers should help their dealers are:

1. Refer retail sales to dealers.
2. Co-operate with dealers in paying for their advertising.
3. Give dealers exclusive sales rights.

In choosing the lines a distributor sells, Stern believes he ought to consider:

1. Quality and reputation of the set.
2. Sales policy of the manufacturer.
3. Financial condition of the manufacturer.

department store, furniture store, electrical store.

If the town does not permit five dealers they are appointed in the order mentioned above. All inquiries from a dealer's town and vicinity are referred to him for attention and we insist upon the dealer advising the results of his efforts to sell the prospects.

Our dealers have been very successful and in some instances six sales have been made from seven prospects. One dealer phoned us and stated that for each prospect we sent him he would send us an order for a set whether the prospect was sold or not. This shows their appreciation of our co-operation.

We were the only distributors in our city who adopted a protective policy to the dealer, with the result that we have built a large and profitable radio business.

Recently the writer organized a Radio Dealers' Club in a nearby city. The following resolutions were adopted:

1. No dealer would demonstrate a set while the set of a competitor was in the home of the prospective customer.
2. Prospective buyers must agree to pay \$15 for the installation of an aerial and if a set was purchased, an allowance of \$15 would be made from the installed price.

"Leave Sets in Homes Only Two Nights"

3. Sets would not be permitted to remain on demonstration for more than two nights, provided reception was favorable; otherwise they would be left on demonstration until two favorable reception nights were heard.

4. Cash discount of not more than 5 per cent would be allowed; or terms not exceeding 20 per cent cash and balance 10 per cent per month for eight months.

5. A meeting would be held once each week and during this meeting a report will be made upon all prospects and customers who exacted more than good merchandising permitted.

About two weeks ago our company invited to luncheon the leading dealers in our city and suggested that a dealers' club be formed here. The suggestion was readily accepted and a temporary organization formed. The dealers are enthusiastic over the club which includes dealers, jobbers and manufacturers' agents.

There Are Eight Outstanding Factors in Building A Profitable Retail Radio Trade

According to the Sales Philosophy of a Prominent Toronto Dealer Who, in Six Stores, Turns Over a \$50,000 Stock Every Month, on an Initial Investment of \$1,000

Many different factors must be combined into a harmonious unit to make a successful radio merchant. Successful retailing, particularly in radio, is not a matter of the business falling into the dealer's lap. It is a matter of the dealer's ability to co-relate the various elements that make up successful merchandising practices.

The Toronto Radio Company, Toronto, Canada, turns over its \$50,000 stock every month, on an investment of \$1,000 three years ago, its owner, B. R. Leech, declares. Here is an unusual achievement and the "hows" of its accomplishment are worthy of attention.

First—Choosing the right location, with regard to traffic, rental and neighboring stores.

Second—Selling the right goods; reputable products made by the foremost manufacturers.

Third—Care in the selection of salesmen; selecting men with wide acquaintance.

Fourth—Getting together a high class mailing list for mail and personal canvassing.

Fifth—Adequate advertising in newspapers and other mediums which reach the buying public.

Sixth—Home demonstrations if desired, and equipping a studio, separate from the store, where comfortable demonstrations may be made.

Seventh—Selling on the time payment plan if the customer's credit is good and he cannot pay cash.

Eighth—Carrying a complete stock of sets, reproducers, parts and accessories, but buying only in sufficient quantities to meet contemporary demands.

One of these factors alone may result in a successful radio retailer. But when they are shrewdly combined, failure is an economic impossibility.

Going back to the first of the

Toronto Company's "success factors," store location, the company's first store—there are now six—was established in a second floor location on a side street just off a main business artery. At that time, the rent was an important factor and Leech sought a place where the rent was low, but still so situated as to be within hailing distance of the crowds. All his buying was done in Detroit and Leech used to cross the border, buy his products and accompany them back personally, to see that they arrived at their destination safely.

Choose Location in Business Districts

In choosing each of his other locations, Leech, having become established, picked out places in the heart of business districts, and on the ground floor, as he then had

learned that there was a great enough volume to be done to warrant the increased rent the better locations demanded. Careful attention was given to the locations from the standpoint of radio reception, and stores near big chain or department stores were decided upon.

In two cases, the new stores were opened in June, so that they would be well established when the rush season began. In each instance, this plan worked out successfully. And Leech attributes the success of his stores to the fact that they have sold only the products of responsible manufacturers, backed by reputation and guarantee—products that the public had learned to have confidence in.

Early last fall it was noticed that salesmen could not give satisfactory set demonstrations in the stores. To overcome this, a studio was es-



Location Is an Important Factor in Retail Success

Here is the main store of the Toronto Radio Company, at 64 King Street, West, Toronto, Canada. Six stores, similar to this one, do a monthly radio business of \$50,000 in radio sets, parts and accessories. \$1,000 was invested three years ago.

Here Are the Eight Most Important Reasons for Success

1. Choosing the right locations.
2. Selling dependable merchandise.
3. Selecting the right kind of salesmen.
4. Canvassing the better residential districts.
5. Advertising adequately and judiciously.
6. Making home demonstrations.
7. Selling on time-payment plan.
8. Carrying a complete stock of sets and parts.

tablished where prospects could hear the various sets under homelike conditions, away from the hum and buzz of the busy stores. The studio was opened in a central location, close to the edge of a high-class residential district. When a salesman in any of the stores secures an interested prospect it is suggested that they listen to a demonstration at the studio and an offer is made to send a taxicab for them at any hour of the day or evening or at once. It has been found that interested prospects much prefer the pleasure of a quiet demonstration seated in a comfortable chair or rocker.

Mailing List Gleaned from Society "Blue Book"

Also, from the studio, letters are mailed out to all those who are in the Society Blue Book, a list of several thousand of Toronto's elite. Another list was secured of all those in the city that were worth over \$50,000. As a result of these letters, many demonstrations are arranged for, in the home, and at the studio.

Appointments are made from the studio by telephone and permission is obtained to install a set in the home. A salesman takes a receiver to the residence at the appointed hour and after demonstrating how to operate, leaves it and remarks that he will call back again later. Within three or four days, and in the evening when the prospect is enjoying a fine concert, the salesman calls back. In most cases the set has sold itself before the salesman gets back.

At the studio a number of salesmen are employed to sell from house to house on a commission basis. The manager of the studio works on a 12½ per cent commission on all sales and he pays the house-to-house salesmen from 5 to 10 per cent according to the salesman.

Advertisements have been inserted continually in the leading theatre

programs of the city, street cars and daily newspapers. Four per cent of the volume of sales is appropriated for advertising purposes.

Leech attributes another fundamental reason for his success to care in selecting his sales staff. When competitors would fail, he secured the best men who had been with them, who, with experience and connection with a large number of radio fans, would be a valuable asset. For some time the secretary of the Toronto Wireless Association was employed as a salesman and he brought a host of business through his connection with the members of the association.

Time payment business is accepted, the purchaser being required to pay one-third down and the balance in six monthly payments. Financing this time payment business is taken care of by a finance company that also handles time payments for washing machines, vacuum

cleaners and other household appliances. The finance company assumes all collection responsibility and keeps seven per cent of what is collected.

Has Efficient Way of Demonstrating Speakers

A quick way of trying reproducers is used by Leech. A set of wires with a number of outlets runs the length of the store so that the salesman may plug in any loud speaker without loss of time and the interest of the prospect. If a sale is not made, the customer is induced to take the loud speaker home and try it out for a few days with the understanding that the purchase price would be refunded if the party desired to return it inside two or three days. Very few loud speakers sold on this basis have been returned. In cases where a customer is known, he would not be required to pay for the speaker until after he had taken it home, tried it out and was satisfied.

Very little equipment is accepted on trade-ins and when it is done is bought at a low valuation and disposed of at once on a bargain counter at used prices and is not guaranteed.

Special sales are conducted on Friday and Saturday of every other week. A complete housecleaning is made of obsolete and slow-moving sets and parts. Advertisements announcing the sale are inserted in all the local dailies. It should be stipulated that Leech has always made it a strict and rigid policy never to cut prices under any other conditions.



The Toronto Radio Company has established, in a separate location from the three stores and on the outskirts of the residential district, a tastefully furnished demonstration studio where receivers may be given adequate hearings.

How 25 Stores Handle Trade-Ins

Here Are the Results of an Extensive Survey Made by "Radio Retailing" in the Retail Trade on the Subject of Trading in Old Sets for New Ones—Fifty per Cent Do Not Accept Trades—How the Other Fifty per Cent Figure the Allowance and Dispose of Used Sets

DURING the past several months, it has become of utmost importance to radio merchants that they form a definite policy regarding whether or not to accept old sets as part payment in new sales. Past experiences are the guideposts to future conduct and *Radio Retailing* set out to glean, at first hand, just what the radio trade's past experience has been. By passing the information obtained along to its readers, this publication hopes to give them the benefit of the experiences of other merchants on the trade-in question.

It is impossible to state whether trade-ins will be found profitable as a general practice. Practically fifty per cent of the dealers who sell radio, declare they believe accepting trade-ins is "contrary to good practice," while the other fifty per cent claim it helps them to make many new sales.

Following are a few of the actual dealer experiences in trade-ins, brought to light by means of *Radio Retailing's* survey covering all types of retail outlets.

Exclusive Radio Stores

M. Goldsmith, proprietor of the Radio Service Shop, Perth Amboy, N. J., has found that his territory has been so well exploited that taking trade-ins is necessary in order to make new sales.

"My maximum allowance is my profit on the new set," Mr. Goldsmith says. "If the old set is one I sold the customer, I allow him my dealer's discount; likewise, if it's a set I still handle. If the set is in poor condition, I deduct enough to put it in shape. If I don't handle the old set, and it was not bought from me, I allow only as much as I think I can get for it. For instance, I allowed \$25 on a certain set and sold it for cash for the same price.

"In disposing of the turned in sets, I sell them for cash at the amount of the allowance, unless it is obviously worth more. The sets I've

sold above the allowance have just about balanced the losses on sets on which I overallowed. If it's a home-made set, I make no attempt to sell it. I rip it apart and put the parts on the shelf.

"In general, I would say that trade-ins are troublesome, but necessary. They tie up my profit for a long time, but I can eventually get rid of them. Sometimes the sale of an old set makes a prospect for a better one, and several times I have made my cost out of an obsolete set by selling it, instead of a brand new one, to a trade-in customer."

The Nielsen Radio Supply Company, Phoenix, Ariz., of which E. A. Nielsen is manager, takes trade-ins because "it helps keep our former boosters satisfied and pulling for us."

"We figure to pay 25 per cent less than the market will stand," Mr. Nielsen declares, "and we know, when we do this, that we will trade dollars on used sets at the end of the season. We dispose of them by advertising in the classified section

Make Both Sales Show a Profit

is the secret in successfully handling radio trade-ins. Do not allow so much for the old set that the new sale is made without a cash profit and do not re-sell the trade-in at cost, but mark it up enough to get another profit from that sale.

Some dealers figure the second-hand set worth so much per tube, and others figure on allowing a percentage of the list price, according to make, model and age, but if the two fundamental principles outlined in the above paragraph are followed, every trade-in transaction can be made to show a profit.

of the newspapers and by asking customers having the same make set if they have any friends that might be interested in a similar set. We mark them up 25 per cent and have found it takes about 10 per cent of the allowance price to put them in shape."

Harold M. Clafin, radio dealer of Waterville, Me., believes that trade-ins are necessary in order to hold previous customers, and that the policy also means sales when the customer might otherwise buy elsewhere.

"I figure the allowance on trade-ins according to condition, make and type of set and its value for quick turnover. Example: A set in good order two years old that sold for \$275, would have a trade-in value of \$75. I figure on disposing of the better sets in the city, to customers who are looking for a fair value, and the cheaper sets in the country. It is best to keep a record of all such customers who come to your attention—keep a special file of those who want to buy for a price and when you get a trade-in, turn to the file and look them up. It is safe to add ten per cent to the allowance price, to make up deficient parts."

An allowance not exceeding the actual wholesale cost of the set is the trade-in policy of R. Disheroon, radio dealer of Hot Springs, Ark. "We do not try to sell the old sets over the counter," Mr. Disheroon says, "but our salesman covers the rural districts and cheaper sections of town, disposing of them to people of limited means. We mark them up 15 per cent of the trade-in allowance."

The Star Radio Shop, New York City, allows an average of \$10 for three tube sets and either sells them at the price of the allowance or dismantles them and sells the parts. The Public Radio Store, also of New York City, finds trade-ins a great help in keeping the stock turning, according to B. J. Goldfield, pro-

prietor. The allowance is based on the appearance, tone and market value of the set and never exceeds 50 per cent of the net profit on the new sale. The old sets are sold over the counter, as "seconds," at cost plus a slight mark-up.

George W. Mulford, proprietor of the Radio Shop, Camden, N. J., has formed a trade-in policy of allowing an average of \$3 per tube for the old set, which he dismantles and sells as parts or includes them in shop-built sets. The Brooklyn Radio Shop, Brooklyn, N. Y., only accepts current models of standard make, for which an allowance of 30 per cent of the present market value is made. They are marked up ten per cent and sold over the counter.

On the negative side of the question, among exclusive radio shops, William W. Jablon, secretary of the Chippewa Radio Corporation, Buffalo, N. Y., says, "The majority of people wishing to trade in their sets have, in almost every case, a home made apparatus or some obsolete manufactured set. Such sets offer no re-sale value whatever and the dealer who accepts such merchandise is only lowering his legitimate profit and putting himself in the class of the 'gyp'."

"It has been our experience that a prospect will not buy a used radio set, even if it is offered to him at an attractive bargain. It is our opinion that the radio industry is becoming more stabilized and the question of trade-ins will gradually die out, due to the fact that radio sets bought today will be good for years to come."

The Radio Shop, Lorimer, Iowa, has accepted trade-ins in the past, but must discontinue the practice. How to dispose of the old sets has become the problem this shop has been unable to solve.

H. L. Stewart, radio dealer of McCune, Kan., will not take trade-ins, but he says, "we help a customer sell his old set, in every way possible."

"A standard set, last year's model, would have a trade-in value of sixty per cent of the list price. On the other hand, the average set selling last year for \$100, sold toward the end of the season for \$60. The trade-in value of this set would be \$35. The allowance should be based on the present list, not what the customer paid for it."

—Charles Bass, camera dealer, Chicago, Ill.

Music Stores

Frank C. Storck, music and radio dealer of Red Bank, N. J., accepts trade-ins, but declares he cannot, as a rule, break even on the deal, or make a profit on the re-sale, as he can on other music merchandise.

"Our first line of thought, when considering a trade-in," Mr. Storck says, "is this—how much will a prospective buyer of a set like the trade-in have to pay to duplicate it in a new receiver? Then figure one-half of that value as its second hand valuation. Some sets are sold 'as are,' some are improved before being offered for sale. A few very old ones, traded in at ten or fifteen dollars, are junked, or sold to boys for \$5, who like to 'fuss' with them."

"A concrete example of a trade-in with us, for example, is:

Set complete, sold at.....	\$200
Allowance on 4 tube trade-in..	35
Balance paid us.....	\$165

While we have sold a \$200 outfit, we must sell the trade-in before we have done \$200 worth of business. The trade-in is then marked up from five to ten per cent, according to the size of the new sale, and sold over the counter.

"Trading in is good business so long as allowances are reasonable. We believe, however, it is ridiculous, bad business practice and reflects considerably on the article offered for sale when a dealer offers '\$75 for any five tube set allowed in trade on a Blank set.' When I saw that advertisement by a New York store I at once wondered if the set offered was a discarded, defective or second hand set. That kind of a trade we consider the same as 'gyp' advertising."

The J. H. Bell Music Company, Lawrence, Kan., only accepts sets of the same make it carries in stock. If the set is less than two years old, the Bell Company figures one-half off, and in re-selling, marks them up one-half of that deduction. If the Bell Company sells a set and, within a year, the customer wants to turn it in on a more expensive set, full value is allowed, less six per cent interest from the date of purchase.

"Burnie" Burnett, of the Des Moines, Iowa, Music Company, plays the trade-in game safe by "offering a price that permits a 40 per cent profit." "It's folly to do anything

else," Burnett says. "We do the same thing on talking machines, make your allowance small enough to permit a 40 per cent mark-up on the re-sale price. If there is no profit in a deal, we let it alone. The seconds are disposed of through the newspaper classified advertising columns."

A radical difference in the amount of the allowance is discernible between the Brunswick Music Shop, Chicago, Ill., and the Morris Music Shop, Fordham, New York City. The Brunswick Shop allows but five per cent of the original price, while the Morris Music Shop will allow 25 per cent of the purchase price. Both stores re-sell the old sets over the counter, figuring the mark-up so as to get at least the full profit of the new sale.

The Talking Machine and Radio Men, Inc., a music-radio dealers' association of New York City, believes the trade-in question to be of enough importance to appoint a committee to consider it. The committee plans to take up the matter of fixed allowances for each standard set at definite ages, and also the advisability of establishing a central clearing house for second hand sets, to be supported by the members of the association.

Department and Furniture Stores

Taking in trade only sets sold by the store is the policy adopted by Brown's Bazaar, Lowell, Ind., in

"Trade-ins are troublesome but necessary. They tie up my profit for a long time but eventually I can get rid of them. Sometimes the sale of an old set makes a prospect for a better one, and several times I have made my cost out of an obsolete set by selling it to a trade-in customer."

—M. Goldsmith, radio dealer, Perth Amboy, N. J.

handling radio trade-ins. Brown's disposes of the old set at slightly more than the amount of the allowance, which never exceeds the net profit of the new set. Brown's also figures to make an additional profit on the new accessories sold with the old set, and uses the new accessories as a talking point when selling the trade-in, saying that the customer is getting the set at cost and the advantage of new equipment, all for a bargain price.

The William Mathews Company, Chadwicks, N. Y., figures the amount

of the allowance as approximately \$13 on a \$100 set, and other prices in proportion. They are sold over the counter at a ten per cent mark-up.

The Havre Commercial Company, Havre, Mont., takes only standard sets in good condition and figures a 25 per cent depreciation, making the allowance 75 per cent of the original purchase. This, of course, applies only to sets in excellent condition. No others are accepted. Often the trade-in set is sold again at full list. No obsolete sets are taken in trade.

T. D. Powell, of New Florence, Mo., believes that before a radio dealer can successfully beat the trade-in market, he must be a good judge, not only of the present market value of the receiver, but also

"Trading-in is good business so long as allowances are reasonable. We believe that it is ridiculously bad business practice to offer \$75 for any set allowed in trade on a new set. Each individual set to be traded-in has its own value and the allowance must be made accordingly."

—Frank C. Storck, music dealer, Red Bank, N. J.

must be able to tell at a glance what repairs are needed, what parts should be replaced and what the cost of such repairs would be.

"If they are in too bad shape" says Mr. Powell, "do not take them in for any more than the good parts can be re-sold for, allowing also a 15 or 20 per cent reduction. Taking trade-ins requires a man with judgment enough to know what a second hand set will bring at retail, and also what the individual parts are worth if the set must be dismantled."

Spear and Company, of Pittsburgh, Pa., have made a specialty of taking phonographs as trade-ins and apply the same methods to radio receivers. Instruments in good condition are sometimes traded-in at one-third their original value, that figure being the maximum. They are sold by means of special sales.

Last year, this company inaugurated a unique policy that led to many radio sales. A good, low priced set was advertised with the assurance that full price would be allowed for it if traded in for a better set within a specified period. These sets sold exceedingly well, and, at the expiration of the trade-in offer, when inventory was taken, it was found that about 20 per cent of

the buyers had taken advantage of the plan. Thus trade-ins were deliberately and profitably used to create a number of new and bigger sales.

Electrical Stores

Electrical stores, of all the main classes of stores handling radio, were found to be the least troubled with trade-ins. Ninety per cent of the electrical stores surveyed were emphatic in their repudiation of the entire trade-in idea. There were some, however, who "put forth every effort to sell the old set for a customer in the customer's home," but without accepting it as a trade-in.

L. J. Bennett, of the Arizona Electric Company, Winslow, Ariz., states, "To date I have not thought it advisable to take old radio sets as trade-ins. It would be a hard matter to dispose of them because there are so many good sets on the market now that are not very high in price. I believe that wherever I might be able to dispose of a second hand receiving set I could sell a new one just as easy and that both myself and my customer would be better satisfied."

"The Electric Shop," Morrison-Turbett, Inc., South Orange, N. J., has developed a good argument against taking trade-ins. "We have only been asked to do this a few times," the proprietors say, "and each time have talked the customer into doing a good turn for someone else by donating his old set to some charitable institution or organization. In each case we have been successful in making the customer see our point of view and they have given their set away and we sold them a new one."

Miscellaneous Stores

The Bass Camera Company, Chicago, Ill., has been handling trade-ins on cameras for the fifteen years it has been in business. Bass is handling radio trade-ins now at a profit because he applies the methods that have been proven by long experience. The first fundamental of accepting and selling trade-ins successfully, according to Charles Bass, president, is that both sales must show an individual profit. To sell the traded-in set at cost means to sustain an actual loss on the entire transaction.

"First," Mr. Bass says, "we will not take any home-made set in trade at any price, regardless of how well they work and of the parts it may

"We have not to date made trades, but I can see we will have to this year on the more expensive sets. I shall figure the allowance upon the type of instrument and its re-sale value, considering nothing but standard makes. I do not believe I would sell them over the counter as it might destroy confidence in my store. We might sell them at a bargain table or in groups through an auctioneer."

—John P. Hand, auto supply dealer, Davenport, Ia.

have. Second, only standard sets, current models, are to be considered. A standard set, last year's model, would have a trade-in value of 60 per cent of the list price, no allowance to be made for tubes and very little for accessories. On the other hand, the average set selling last year for \$100, sold toward the end of the season for \$60. The trade-in value on this set would be \$35. The allowance is based on the present list, not always on what the customer paid for the set.

"The dealer who takes in trade, an obsolete, little known set, is stuck, for he will sell his clean, live sets and his profit will remain on his shelves in the form of out-of-date stock. This truism is best demonstrated by the fact that today we have not a single trade-in set on hand, having sold every one. It proves that if trading is done on a sound basis, the radio dealer has nothing to fear."

"I recently read an article giving an example of a trade-in whereby the dealer, on a trade-in transaction, got, in cash, only what the set had cost him, relying on the sale of the trade-in for his profit. That is foolhardy, for he should make the allowance small enough to get a fair profit on the original sale, as well as on the sale of the trade-in."

Rollin D. Anthony, of the Anthony Jewelry Company, Centralia, Kan., expects to take radio trade-ins for the first time this Winter. "We will, of course, allow as little as possible for the old sets," says Mr. Anthony, "and in no case will the allowance exceed my dealer's discount on the new set. We will work these old sets over, put them into good shape and expect to put them out on a rental basis, charging a nominal sum to cover expenses and get a reasonable profit. This idea is, primarily, to get more people interested in radio and to lead to future sales of new sets to those who rent the old ones."

Only One Farmer in Forty Has a Radio Set

That Is the Consensus of an Extensive Survey of the Farm Radio Market Made by Personal Representatives of the Capper Farm Publications, Chicago, Who Visited 470 Dealers in Ohio, Kansas, Iowa and Texas

VALUABLE information of interest to radio dealers, jobbers and manufacturers alike, has been brought to light by the recent survey of the farm market for radio, made by the Capper Farm Publications, of Chicago, Ill. The area covered by the survey includes a 50-mile radius of these four towns: Lima, Ohio; Mason City, Ia.; Salina, Kan., and Wichita Falls, Tex.

The most outstanding point in the report of the survey is the discovery that no particular type of store is the leader in selling radio to the farmer. "It is difficult to determine the desirability of any special type of store from the standpoint of developing farm trade," the report says. "On the contrary, it seems evident that the development of farm as compared with town trade depends entirely upon the dealer himself, regardless of whether he is a music, automobile, special radio or hardware dealer. In other words, any good dealer making an effort to sell, has been about as successful in developing farm trade as any other type of dealer."

Statistics taken from the survey disclose that there are approximately

The Most Effective Means of Increasing Radio Sales to Farmers

	Percentage Answering First Choice
Trial Installations	34
Public Demonstrations	22
Home Demonstrations	21
Canvassers	6
Guaranteed Service	5
Store Demonstrations	4
Advertising	3
Price	2
Premiums	1
Sales Letters	1
Market Reports	1
Quality	1
Satisfied Customers	1
Friends of Owners	1
Miscellaneous Reasons	7

five sets for every 200 farmers, which, if it may be taken as an average for the entire country, shows the farmer market is but one-fortieth saturated. The report also discloses that, in the area surveyed, there are 1.3 dealers per 1,000 families and that each dealer's average sales per 1,000 families were 18.1.

Some Excerpts from the Survey

Volume of radio business done by types of dealers—The exclusive radio dealer is evidently by far the most successful in building up a volume of business, his sales averaging very much higher than any other class as a whole. In towns over 10,000, hardware dealers achieve the second largest volume, but in towns of less than 10,000, electric appliance dealers are substantially more successful. Practically all types of dealers in all sizes of towns carry parts, accessories and tubes. Between 67 per cent and 85 per cent of their total sales were in complete sets, 3 per cent to 13 per cent in parts, and 5 per cent to 11 per cent in accessories. It is very interesting to note that at least 75 per cent or more of dealers in all sizes of towns reported the business profitable.

Guaranteed service as an aid to sales—Definite guarantees and assurances on the part of the dealer, of service, is apparently necessary and is used as a sales argument in 91 per cent of the sales. Forty-nine per cent of sales required follow-up service. Dealers who are most generous in making installations and giving service have achieved the largest sales volume to farm families.

When present set owners will buy another set—More than one-fourth of the set owners answering this question said they would buy another set soon. The same number reported they would buy within less than a year, the same in one or two years, and the balance in four years. Evidently the replacement of sets, if this data can be depended on, is going to be a substantial business. Since our investigators reported that some dealers were already giving "trade-in" values on old sets, this factor must be operating quite strongly now in rural districts. The maximum price which present set owners would pay if they were to

buy a new set ranged between \$153 and \$190, complete. **Status of exposure to radio**—Of the 408 non-radio owning farm families interviewed, 29 per cent had never listened in. The balance had listened in one or more times. Twenty-three per cent had listened in frequently. Forty-six per cent reported they had listened in on radio sets in their own or neighbors' homes. Fifty-four per cent reported they had been interviewed by salesmen or had priced sets themselves. Thirty-three per cent reported that radio salesmen had visited them in their homes.

When non-owners expect to buy—Nearly one-half, 49 per cent, to be exact, report that they anticipate buying a set within the next twelve months. Texas led by far in this figure, 82 per cent expressing a determination to buy this season. Ohio was lowest, about 25 per cent being willing to buy. **How owners make use of sets**—83-97 per cent reported they make use of radio weather reports; 80-98 per cent use the market reports; 70-92 per cent said they did not object to advertising over the air, 94-96 per cent declared they were satisfied with local programs.

What kind of programs does the farm family like?—Market reports was voted for by 143 farmers out of 427 as the most popular program for the man of the house, and 114 voted for the crop service. Jazz orchestras came third, popular songs fourth, informative talks fifth and religious services sixth. Classical and operatic music are not in the running, so far as the man of the farm is concerned. Popular songs were voted first by the majority of farm women, with religious music second, informative talks third, religious services fourth, jazz orchestras fifth and classical music sixth.



"Take It Out to the Farm and Let 'em Hear It"

"The farm market belongs to the man who goes after it." That's the great merchandising thought brought out by a recent intensive survey of the farm market for radio. Thirty-eight per cent of the dealers in-

terviewed declared that trial installations is the best way to sell the farmer, and twenty-four per cent more voted for home demonstrations. "No special type of store stands out as the most successful in serving

the farmer with radio," the survey report says. "Any good dealer, making an effort to sell, has been as successful as any other type of dealer. Development of the farm trade depends upon the dealer himself."

What Requirements Do Farm Customers Demand in Sets?

PRICE REQUIREMENTS		AERIAL REQUIREMENTS	
	Per Cent		Per Cent
Under \$50	4.9	Outdoor	82.2
\$50-100	17.8	Indoor	5.5
\$100-150	41.1	Loop	6.8
\$150-200	25.2	Enclosed	5.5
\$200-250	6.1	KIND OF A BATTERY	
\$250-300	4.4	Dry cell	38.3
Over \$300	2.6	Storage	61.7
TUBE REQUIREMENTS		PLACE OF LOUD SPEAKER	
	Per Cent		Per Cent
1 tube	2.4	Want enclosed in set	29.4
2 tubes	5.0	PLACE OF BATTERIES	
3 tubes	16.4	Want enclosed in cabinet	49.2
4 tubes	26.4		
5 tubes	42.2		
6 or over	7.6		

Accessories Are Profit-Builders—If You Will Use a Little Salesmanship

Extra Equipment That Will Make Radio Reception a Greater Joy Is Being Brought Out in Increasing Quantities

By WILLIAM C. ALLEY
Associate Editor, "Radio Retailing"

WHEN the average man buys a radio receiver "complete with tubes, batteries, speaker and aerial equipment," he believes he has all the elements necessary for good radio reception. But he soon finds out that there are many additional articles he wants to improve the quality and convenience of reception, and also many that he actually needs.

This "extra equipment" development has taken place rapidly in the automobile world. It is taking place, with more or less rapidity in radio. Any number of accessories, not included in the "everything complete, nothing else to buy," category, have been brought out to improve reception. The automobile industry has a slogan—"Pay the Rent with Accessories"—and there is a broad hint for radio merchants contained in those five words.

Display accessories, advertise them, acquaint your community with the many items that have been developed to add to the pleasures of radio reception. And following along the same line of thought, when a set is sold, suggest these little, although important, additional purchases. When the average man buys an automobile, he is often grateful to the salesman for suggesting extra equipment that will add to the joy of the car—snubbers, a searchlight, running-board mats, bumpers, a radiator cap figure, side windshields, and so on. They have their

counterpart in radio and the man who owns a set will buy if they are brought to his attention.

Voltmeters

HOW many times have you tried to sell a voltmeter along with the set or battery? Try it next time, and see how easy it is to make accessory sales. A voltmeter is indispensable to the proper care of B batteries. A 22-1 volt battery should not register below 17 volts, and a 45-volt battery, for good results, should not be used below 35 volts. Display voltmeters conspicuously on the battery counter and never make a window display of B batteries without including a number of voltmeters.

Battery Chargers

DID you ever figure out how long it takes a battery charger to pay for itself? Just about a year. Drive that point home to your customers, especially the ones who pay a battery service station from \$1.50 to \$2 to have their storage batteries charged and delivered. Run a return coupon in your newspaper advertising, saying that "this coupon, filled in and returned to us, entitles you to have your storage battery charged in your own home at the small cost of 50 cents." Then you have the opportunity to make a home demonstration of the charger and prove its efficiency. A Chicago radio store has found that 90 per cent of the chargers demonstrated in this way are sold.

Another item that follows right

along with this, is a switch to be situated near the set so that the storage battery may be thrown on charge simply by throwing the switch. Instructions on "how to do it" will be found on Page 303.

Tube Testers and Reactivators

A NEW source of profits is opened up by the discovery that many weak tubes may be brought back to life by subjecting them to a steady filament voltage. Those dealers who have made a practise of reviving tubes know the interest radio fans have evidenced in the idea, and there are now on the market several instruments for testing and reactivating tubes at home. There is seldom a day when one or more customers do not ask their radio dealer to test a tube for them. Every one of those customers is a prospect for a reactivator. Display the reactivators so that they will be brought to the attention of customers buying tubes. Show them how it works and offer to revive a tube for them. Devote a few newspaper ads to the process, along this line—"Don't Throw That 'Dead' Tube Away—It may have three or four months' more of use and life as good as new. A few hours in a Blank tube rejuvenator, as easy to operate as turning on an ordinary house light, will often bring an old tube back to life."

Time Clocks

TURNING the radio receiver on and off by means of a time clock or time switch is fast gaining in popularity especially since stations began broadcasting early morning exercises. Set the clock for 7.15. When the hour arrives, the filament circuit closes and the program comes in from the station at which the dials are set. Or set the clock to run an hour at bedtime, after the family has "gone upstairs." It shuts itself off automatically. Arrange a window demonstration and herald it well in advance. Hook up a time switch with a set, and display a placard, "Watch our automatic tuner bring in the program from Station



Tell them about the convenience of remote control filament switches for turning the set on and off from other rooms

You Will Use a Little Salesmanship

Accessories Will Bring Greater Profits—Take Them Down from the Shelf, Dust Them Off and Sell 'Em



A time clock, bringing in the morning exercises automatically, makes getting up early a pleasure

WOW at eight o'clock tonight." On your display counter, have a set always hooked up with a time switch so that it may be readily demonstrated. Usually, just the unique appearance of the clock on the lid of the set will elicit inquiries. Run a series of newspaper advertisements pounding home the conveniences of a radio time clock.

Remote Control Switches

A REMOTE control filament switch and wire so that the set may be turned on and off from a distance is another accessory radio dealers can push with profit. It consists of ordinary bell wire and an electrical push or toggle switch. Cut into one of the A battery leads, it provides the set owner with the luxury of leaving the set downstairs and shutting it off from the bedside. Devote a window display to the idea, illustrating that, by means of the switch, the set can be controlled from any part of the house. Hang or install a switch, attached to a demonstration set, in a conspicuous place in the store with a placard inviting the customer to switch the set on himself, and saying that, in the same manner, he can control his own set from various parts of the house.

Battery Eliminators

THE radio industry is on the verge of a season which will bring unprecedented interest in battery elimination. The ease with which sets may be operated by means of battery eliminators will have a particular appeal to feminine buyers,

Loud Speaker Extension Cords

AN EXTENSION cord to enable the speaker to be brought out onto the porch, or from one room to another, or a longer one that will reach to any part of the house, is almost a necessity. Use one in the store display, by having the speaker across the store from the set, with a connecting cord overhead, hung so as to attract the attention of all who enter the store. Neatly lettered signs may be hung from the cord, saying, "Extension cords permit reception in any room." "Take the speaker into the dining room at dinnertime," etc.

Distilled Water

ADVISE your customers to keep their storage batteries well filled with distilled water, as a dry battery will quickly lose the ability to hold a charge. Sell it in individual bottles, with proper labels. Distilled water may be purchased in bulk from many sources, local garages or artificial ice plants, drug stores or wholesale drug houses. As this is an unusual accessory for a radio store to carry, the bottles must be prominently displayed.

Extra Batteries and Tubes

TO KEEP the radio receiver operating at 100 per cent efficiency, an extra tube, B battery (and an A battery, if the set is a dry cell receiver) should always be on hand. Often when reception gets weak or dies altogether, the average set

and with their increasing degree of perfection and efficiency, should find a ready market. Well heralded public demonstrations of eliminators, both in the window and in the store, with the sales appeal directed at the "better half" of the family because of the neatness and simplicity of batteryless sets, are about the only exploitation stunts possible. The same appeal to women should be made in newspaper advertising.

Extra Speakers

EXTRA speakers, for radio reception in every room, are coming more and more into use. Many set owners are buying two or three speakers, and, by use of extension cords rather than special wiring, are having reception in several parts of the house. Also, the scheme of using a horn type and a cone type speaker at the same time, so as to get faithful reproduction of every tone, is spreading rapidly. Make a window display and demonstration of the "two loud speakers" idea.



Sell them two types of speakers so that every tone will be faithfully reproduced

owner is at a loss as to the cause. If he has fresh equipment ready to replace that in use, the remedy can be found at once without loss of time. Also, an extra B battery is sometimes essential in stepping up the signals to get enough volume from the speaker when it is at a distance from the set. The battery is cut into one of the speaker leads.

Hydrometers

A HYDROMETER to test the storage battery should be included in every installation. Keep a carton of hydrometers displayed on the counter and suggest the purchase of one whenever a customer mentions his storage battery. Mount a hydrometer on a card for a window display, the card to read, "Is Your Storage Battery Giving 100 Per Cent Satisfaction? For Best Results It Should Be Kept Charged Up to a Specific Gravity of 1250. A Hydrometer Will Tell You."

Low Wave Equipment

MANY stations are now being licensed in the 200 to 250 meter waveband, but most sets cannot receive below the 250 meter line. As this waveband may soon become crowded with good stations and programs, radio set owners will want their sets so rebuilt as to receive the

lower wavelengths. Dealers can profit by this demand, by selling coils and condensers designed for that purpose, and also by re-wiring sets. Specific details and wiring diagrams will appear in the October issue.

Headsets

RADIO dealers are missing the opportunity to increase the average set sale figure by omitting earphones with sets that give good speaker volume. A headset is a great convenience and there is always a time when a set owner wants to listen with earphones, to get DX with greater clarity, or for some other reason. Always suggest a pair of earphones when selling a set, no matter how good the set is for loud-speaker volume. Do not claim they are necessary, but stress their desirability and convenience.

Indoor Aerials

A DIRECTIONAL, loop aerial will often bring in stations which, ordinarily, might get by the stationary outside antenna. Sometimes the position of a receiver in the room determines its sensitivity. A loop aerial accomplishes that purpose with the greatest ease. An aerial plug, for using the house wires as an antenna, is also being pushed

with profit by dealers in congested centers of population. This eliminates the necessity for an outdoor aerial on sets that will not work with a loop and greatly cuts down static interference.

Repair Service

TO OVERCOME the "free service" policy which many dealers find so odious, the plan of selling radio receiver condition service for \$10 or \$12 a year, making one service call a month and guaranteeing to keep the set in good condition is meeting with a great degree of approval. This price, of course, does not include new parts or accessories. The accepted way of inaugurating this service is through return post-cards which a large number of dealers have used with success.

Arrestors and Fuses

LIGHTNING arrestors and a fuse in one of the A battery leads, to prevent short-circuiting, are required by the Board of Fire Underwriters. Fires, although infrequent, have occurred through omission of one or the other of these two items. Impress your customers with the fact that they will probably never be necessary and are simply measures of protection comparable to insulators and lightning rods.

Dealer Furnishes Near-by Store with Programs — Cuts In with Own Announcements



C. A. Affeldt, proprietor of the Radio Service Shop, Winnetka, Ill., has put into effect a publicity stunt that is so simple it is surprising it has not been done more universally. Affeldt has installed a speaker in a local ice cream store, and run wires to his shop, where a set in operation sup-

plies concerts for the crowds in the store. An amplifier with two stages of audio and a push-pull is used to build up the signal to the proper strength. But the main point of interest is that Affeldt, using a hand microphone, cuts into the program at intervals, and gives his store some good

publicity, as well as providing a local aspect to the concert. He announces the name and address of his store and what make of set is being used. He has found that many prospective customers have been drawn to his shop through hearing the concert at the store.—From *Crosley Radio Weekly*.

"Radio Retailing's" Complete Specifications of Speakers, Head Sets and Phonograph Units—Season 1925-1926

Specifications of radio products, with the name and address of the manufacturer, together with complete information concerning each product is a monthly feature of *Radio Retailing*. This service is wholly for the benefit of readers and is without charge of any kind whatsoever to the manufacturers listed. It is *Radio Retailing's* desire to make these pages a representative directory of radio products, so that, by

keeping and filing them each month, the dealer will always have at hand the information he wants to know about any radio set, reproducer or accessory. Manufacturers are invited to send specifications of their products for representation in these tables, which will be revised, brought up-to-date and published in rotation. For batteries, battery chargers, battery eliminators and power units, see the next (October)

issue. For radio receivers, season 1925-26, see August issue, Pages 160-165, with supplement in this issue, Page 317. For makers of knock-down sets in kit form, See June issue, Pages 545-546. For portable receivers and loop antennas, see May issue, Pages 448-451. Complete listings of all radio manufacturers and products appear in the Radio Trade Directory, published quarterly by the McGraw-Hill Company.

Loud Speakers

Manufacturer's Name and Address	Trade Name Model Number	List Price	Type of Speaker	Height Width of Bell	Weight in Pounds	Adjustable	Material of Horn	Kind and Size of Diaphragm (in inches)	Max. Plate Voltage	Type of Mechanism
Ed Woodworking Co., Los Angeles, Cal.	A-1 Reproducer T-1B	\$22.50	Cabinet	8 1/2 x 9 1/2 x 11	7 1/2	Yes	Wood	Metal—2 1/2	120	B. P. M.
Adler Mfg. Co., 841 Broadway, N. Y. C.	Adler-Royal—100 Adler-Royal—200	25.00 50.00	Cabinet Console	H-9 B-14 1/2 30x40 1/2		No No	Wood Wood			
Ambassador Sales Co., New York City	Ambassador	20.00	Cabinet	17x7 1/2 x 6 1/2	9-0	Yes	Cast Iron	Iron 2 1/2	250	B. P. M.
American Electric Co., Chicago, Ill.	Burns 205-B Burns 205-D Burns 205-P	22.50 30.00	Horn Horn Horn	H-20 B-12 7/8 H-20 B-12 7/8 H-20 B-12 7/8	5 1/2 5 1/2 5 1/2	Yes Yes Yes	Aluminum Aluminum Aluminum	Steel—2 1/4 Steel—2 1/4 Steel—3 1/4	150 150 150	B. P. M. B. P. M. B. P. M.
Amplion Corp. of America, New York	Junior AR-111 Dragon AR-19	24.00 42.50	Horn Horn	H-20 1/2 B-14 1/2	8 5 1/2	Yes Yes	Aluminum-Steel Mahogany	Steel Alloy—2 1/2 Steel Alloy—3	250 250	B. P. M. B. P. M.
Arwater Kent Mfg. Co., Philadelphia, Pa.	Model R Model L Model H Model M	12.00 17.00 22.00 28.00	Horn Horn Horn Horn					Steel Steel Steel Steel		B. P. M. B. P. M. B. P. M. B. P. M.
Blood Tone Arm Co., Chicago, Ill.	Speakerola B Speakerola C Speakerola D Speakerola E	12.50 15.00 17.50 25.00	Cabinet Cabinet Cabinet Cabinet	9 1/2 x 7 1/2 x 8 10 1/2 x 10 1/2 x 8 1/2 15 x 8 x 9 1/2 9 x 10 x 10		Yes Yes Yes Yes	Veneer Wood Veneer Wood Veneer Wood Veneer Wood	Steel—2 1/8 Steel—2 1/8 Steel—2 1/8 Steel—2 1/8		
Brandes Products Corp., New York City	Table Talker Brandes H-600 Brandes Cabinet-700	10.00 18.00 30.00	Horn Horn Cabinet	H-18 B-10 H-26 1/2 B-12 1/2 14 1/8 x 9 1/2 x 9 1/8	2-16 6 1/2 10	Yes Yes Yes	Fibre Fibre Hard Rubber	Steel—2 1/2 Steel—2 1/2 Steel—2 1/2	150 200 200	B. P. M. B. P. M. B. P. M.
Bristol Co., Waterbury, Conn.	Baby Grand Model J Model S Cabinet Model	15.00 20.00 25.00 30.00	Horn Horn Horn Cabinet	H-24 B-10 H-26 1/2 B-12 H-29 1/2 B-14 1/2 17x10x10 1/2			Rubber Rubber Rubber	Aluminum Alloy Aluminum Alloy Aluminum Alloy Aluminum Alloy		B. A. B. A. B. A. B. A.
Claravox Co., Youngstown, O.	Claravox	38.50	Horn	H-23 B-15	6 1/2	No	Rub. and Alum.	2 1/2	150	B. A.
Clearstone Radio Co., Cincinnati, O.	Clearstone	25.00	Cabinet						150 150 150	
Compressed Wood Corp., Chicago, Ill.	Modera 821 Modera 806 Modera 807 Modera 810	10.00 17.50 20.00 25.00 30.00	Horn Horn Horn Cabinet	H-23 B-10 1/2 H-23 B-10 1/2 H-20 1/2 B 11 1/2	5 5 6 8	Yes Yes No No	Compressed Wood Compressed Wood Compressed Wood Compressed wood		150 150 150	
Crosley Radio Corp., Cincinnati, O.	Crosley Musicone Crosley Musicone DeLuxe	17.50 27.50	Cone Cone in clock case	Dia. cone 11 1/2 13 1/2 x 16 1/2 x 12	2 1/2 10 1/2	No No	Parchment Parchment	Steel Steel	300 300	Spec. push pull arrangement
Curia-Leger Fixture Co., Chicago, Ill.	Cremona Midget Cremona Junior Cremona DeLuxe	12.50 20.00 30.00	Horn Horn Horn	H-23 B-10 1/2 H-20 1/2 B-11 H-28 B-14			Wood Wood Wood			B. P. M. B. P. M. B. P. M.
Dawes Co., J. M., Cleveland, O.	Majestic D	20.00	Horn	H-25 B-14	9	No	Compressed Wood and Cotton	Steel—2 1/2	150	B. P. M.
Dexter Metal Mfg. Co., Philadelphia, Pa.	Dexter	9.85	Horn	H-19 1/2 B-12 1/2	9 1/2	No	Metal	Metal—2 1/2	150	B. P. M.
Electrical Products Mfg. Co., Providence, R. I.	Dynac Standard	8.50	Horn	H-21	6	Yes	Fibre	Nutal—2 1/2	120	B. P. M.
Excelstone Radio Mfg. Co., New York City	Excelstone	10.00	Horn	H-21 B-12	8		Compressed Wood	Aluminum—2 1/2	135	B. A.
Frost, H. H., Chicago, Ill.	Musette 10B	12.50	Horn	H-22 1/2 B-10 1/2	4 1/2	No	Bakelite	Trimm adjustable		
Gales Radio Labs., Chicago, Ill.	Town Crier	17.50	Horn	H-12 1/2 B-10 1/2	8	Yes	Composition			
Globe Phone Mfg. Co., Reading, Mass.	Globe 12	12.00	Horn	H-24 B-12	5 1/2	No	Fibre	Steel—2 1/2	120	B. A.
Goldschmidt Corp., New York City	N & K Model S	12.50	Squar Jar	6 1/2 x 6 1/2 x 9	2 1/2	Yes	Bustex	Metal—2 1/2	150	B. P. M.

(Loud Speakers, Concluded)

RADIO RETAILING, A McGraw-Hill Publication

(Loud Speakers, Continued)

Table listing various loud speaker models from manufacturers like Crigsby-Cronow-Hinds, Hamburg Bros., Hart & Hegman, etc. Columns include Manufacturer's Name and Address, Trade Name Model Number, List Price, Type of Speaker, Height Width of Bell, Weight in Pounds, Ad-just-able, Material of Horn, Kind and Size of Diaphragm (in inches), Max. Plate Voltage, and Type of Mechanism.

*Models 102 and 104 complete with Radiotrons and Rectrons. Operate from 110-v., 60-cycle house current.

Table listing various loud speaker models from manufacturers like De Luxe Sonora Console, Stewart-Warner, etc. Columns include Trade Name Model Number, List Price, Type of Speaker, Height Width of Bell, Weight in Pounds, Ad-just-able, Material of Horn, Kind and Size of Diaphragm (in inches), Max. Plate Voltage, and Type of Mechanism.

Head Sets

Table listing various head set models from manufacturers like Advance Radio Mfg. Co., Ambassador Sales Co., etc. Columns include Trade Name Model Number, List Price, Weight in Ounces, D. C. Resistance in Ohms, Kind and size of Diaphragm (inches), and Type of Mechanism.

Phonograph Units

Manufacturer Name and Address	Trade Name Model Number	List Price	Weight in. Oz.	V.L. Adj.	Fits A and B Phonographs	Kind and Size of Diaphragm (in Inches)	Max. Plate Voltage	Type of Mechanism
American Elec. Co., Chicago, Ill.	Burns 100 Burns 120	\$10.00 12.00	1 1 1 3	Yes Yes	A and B A and B	Steel 2 1/4 steel 3 1/2	150	B. P. M.
Amphion Corp. of America, New York	AH-47 Commer-AH-35A	15.00 25.00	1 4 1 8	Yes Yes	A and B A and B	Steel Alloy 3 Steel Alloy 3	250 250	B. P. M. B. P. M.
Arwater Kent Mfg. Co., Philadelphia, Pa.		8.00						B. P. M.
Brandes Products Corp., New York	Brandes-800	10.00		Yes	A and B	Steel 2 1/4	200	B. P. M.
Blood Tone Arm Co., Chicago, Ill.	Master tone	4.00		Yes	A	Steel 2 1/4		B. P. M.
Curtis-Leger Fixture Co., Chicago, Ill.	Henry Special Curtis	4.00 12.00		Semi Semi				
Electrical Products Mfg. Co., Providence, R. I.	Dynaco-C	5.00	0 12	Yes	A, adapter for B	Metal 2 1/4	120	B. P. M.
Fletcher-Wicks Co., Chicago, Ill.	Fletcher	7.50		Yes	A			B. P. M.
Front, B. H., Chicago, Ill.	Music-20P	7.00	0 10	No	A, adapter for B	Aluminum 2 1/4	135	B. A.
Globe Phone Mfg. Co., Boston, Mass.	Globe-60	5.00	0 8	No	A and B	Steel 2 1/4	120	B. A.
Goldschmidt Corp., New York	N & K-Model S	4.00	0 11	Yes	A, attachment for B	Metal 2 1/4	150	B. P. M.
Hamburg Bros., Pittsburgh, Pa.	Pennsylvania-C	5.00	0 15	Yes	A and B	Steel 3	140	B. P. M.
Harding Mfg. Co., Ottumwa, Iowa	Harding	4.50	0 5 1/2	No	A	2	120	B. P. M.
Hart-Hegeman Mfg. Co., Hartford, Conn.	P W 466	10.00	3 1/2 0	Yes		Mica 2 1/4	150	B. A.
Jewett Radio and Phonograph Co., Detroit, Mich.	Demeo	12.00	0 12	Yes	A and B	Iron 2	150	B. P. M.
Joda Mfg. Co., Seattle, Wash.	Enhancer	22.00	2 0	No	A, attachment for B	Mica 2 1/4	250	B. A.
Jones Agencies, San Francisco, Cal.	Airex	22.50	2 0	No	A			
Kirkman Engineering Corp., New York	K-E	12.00	3 0	Yes	A and B	Steel Alloy 4	200	B. P. M.
Lakeside Supply Co., Chicago, Ill.	M	4.00	0 12	Yes	A	Steel 2 1/4	110	B. P. M.
Liberty Metal Products Co., Bens, O.	Bean-29 Bean-F-26	4.50 12.00	0 5 1 4	No No	A A and B	Metal Metal	120 150	B. P. M. B. P. M.
Magnavox Co., Oakland, Cal.	P M-4	10.00	2 0	No	A and B with adapters	Mica	150	B. A.
Marinette Elec. Corp., Marinette, Wis.	Little Tattler	2.00	0 5 1/2	No	A and B	Steel 2 1/4		U. P. M.
Manhattan Elec. Supply Co., New York	Red Seal 2545	5.00	0 14	No	Fits all but Brunswick	Steel 2 1/4	250	B. P. M.
MusicMaster Corp., Philadelphia, Pa.	Music Master	8.00	0 7	No	A and B		90	B. P. M.
O'Neil Mfg. Co., West New York, N. J.	Audiphone	18.00	3 0	Yes	A and B	2 1/4		B. A.
Pemberthy Injector Co., Detroit, Mich.	Pico	4.00	0 6	Yes	A and B	2 1/2	150	B. P. M.
Potter Tool & Machine Wks., New York	Potter	1.50	0 8	Yes	A and B	Iron 2 1/4	135	B. P. M.
Presto Machine Products Co., Brooklyn, N. Y.	Presto Blue Ribbon	10.00	0 14	No	A	Mica 2 1/4	135	B. A.
Radio Industries Corp., New York	Melotone 525	7.50	1 12	Yes	A and B	2.64	150	B. P. M.
Radio Lamp Co., New York	Superpower	5.00		Yes	A	Steel 2 1/4	135	
Radiotive Corp., Brooklyn, N. Y.	Silvervoice-F	20.00	2 0	No	A and B with adapters	Silk 3		B. A.
Remo Corp., Meriden, Conn.	Remo-11 Remo-10	3.50 5.00		No Yes	A and B A and B	Metal Metal		B. P. M. B. P. M.
Rhamstine, J. Thos., Detroit, Mich.	Needlephone	10.00	1 0	Yes	All using lateral cut records		150	B. P. M.
Roth Radio Co., New York	Melodee	3.50	0 7	No	A and B	Uses phonograph reproducer	120	B. P. M.
Royal Electric Labs., Newark, N. J.	Royalphone	4.00	0 6	Yes	A	Iron 2 1/4	120	B. P. M.
Saal Co., H. C.	Saal	7.00	1 0	No	A	Aluminum 2 1/4		B. A.
Shaw, W. P., Los Angeles, Cal.	The Lark	5.00	0 12	Yes	A and B	Steel 2 1/4	150	B. P. M.
Sonora Phonograph Co., New York City	De Luxe	12.00	2 0	No	A	Mica 2 1/4		B. A.
Stentorphone Co., Los Angeles, Cal.	Nightingale	12.50	1 0	No	B, adapter for A	Mica 2 1/4	200	B. P. M.
Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.	4-B	7.00	1 4	Yes	A and B	Iron 3 1/4		B. P. M.
Tegle Co., Cleveland, O.	Dulce-Tone	10.00	0 12	Yes	All lateral cut records	Uses phonograph reproducer	150	B. A.
Trimm Radio Mfg. Co., Chicago, Ill.	Giant 30	10.00	1 0	Yes	A	Iron 2 1/4	300	B. P. M.
Union Fabric Co., Derby, Conn.	Ampl. Tone	3.00		No	A		135	B. P. M.
Western Elec. Co., New York	522-DW	9.00						
White Beauty Elec. Co., Chicago, Ill.	White Beauty 101	4.00	0 12	Yes	A and B with attach's	Steel		B. P. M.

U.P.M.—Uni-polar Permanent Magnet
B.P.M.—Bi-polar Permanent Magnet

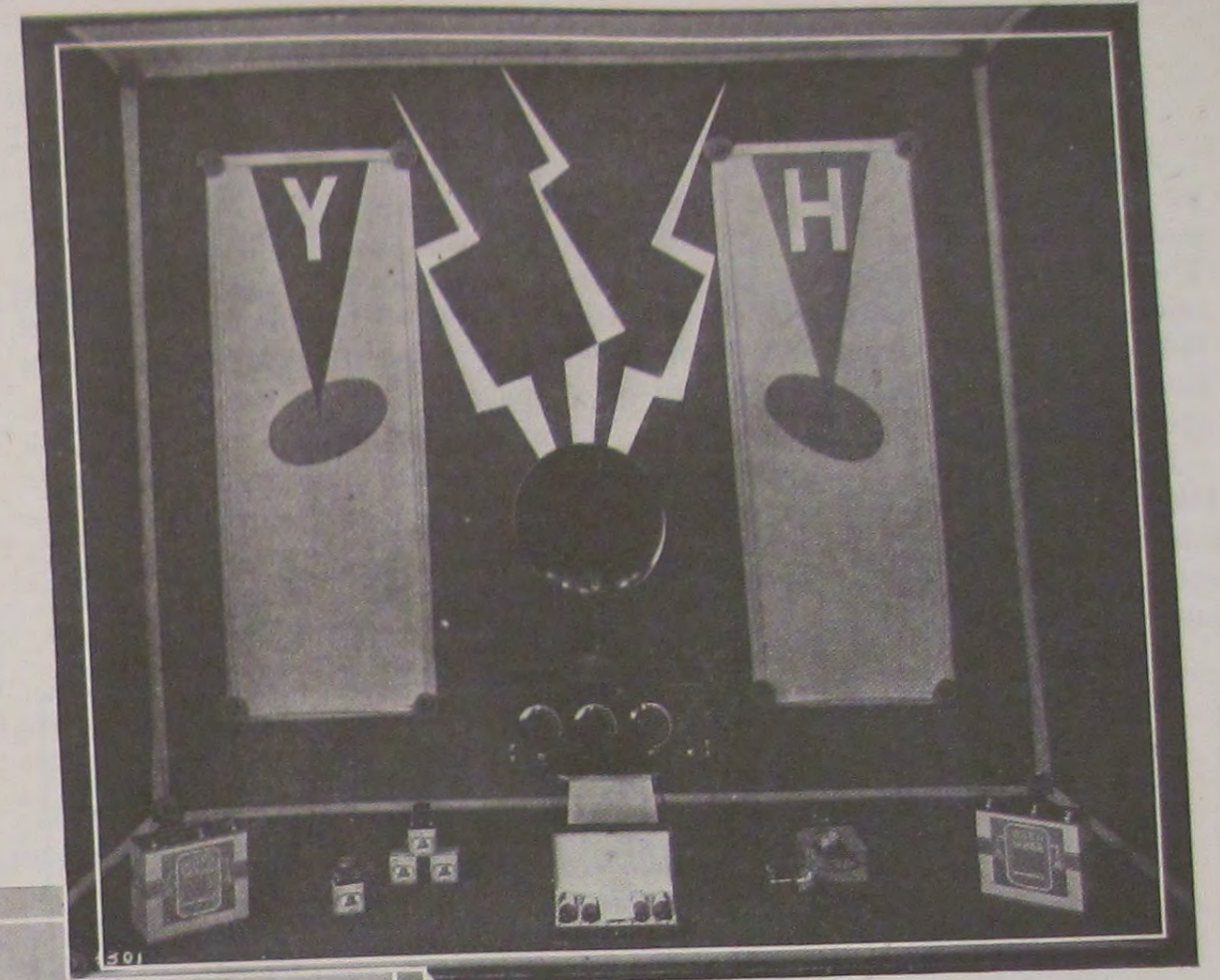
T.P.M.—Tri-polar Permanent Magnet
B.A.—Balanced Armature

A.—Victor, Sonora, Brunswick, Columbia
B.—Edison, Pathe

Autumn Atmosphere in Radio Windows

The Football Appeal

In the Fall, when baseball begins to pass out of the sports picture, the attention of millions of sport lovers is focused on college football, and the many games that are broadcast each season. With that thought in mind, the Dennison Manufacturing Company has prepared especially for *Radio Retailing* the football-radio window display at the right, which is made of Dennison materials at very slight cost. Of course, the colors and initials of the competing colleges must be used, but for purposes of example, Yale and Harvard are shown in this instance. The backgrounds, sides and base of the window are covered with blue crepe paper, while the panels on either side are of sand-colored crepe paper. Real footballs and felt pennants of the rival teams should be used, but if they are not available, the footballs are easily made by covering cardboard with brown crepe paper or cloth and showing the lacing with black crayon. The pennants and letters are also easily cut out.



Prizes for Solving Puzzles

The Thompson-Lockhart Electric Company, Beaumont, Tex., brought itself a great amount of word-of-mouth advertising by means of a recent unique window display. The floor of the window was checkered off, and each square contained the title of a song in rebus style. Those working out the puzzles received a souvenir in the form of a clothes brush on the back of which was an advertisement for the Thompson-Lockhart Company. Only one in twenty-five solved the puzzles, yet 350 brushes were given away the first two days, showing that the window had an attendance of 8,750 people in that time. The radio angle to the window was supplied by a set and speaker on a table in the background. Several strings of music notes were hung from the inside of the speaker to the window pane.

Tying Up with Other Lines

The Commercial Savings and Loan Company, a prominent bank of Cleveland, O., recently put on a "Radio Race," devoting a good part of its window display to radio equipment. Prizes of radio equipment were awarded to the winners of the race—those who had piled up the largest number of points. Points were given to those who brought in new accounts to the bank, those who brought in new customers for safe deposit boxes and those who brought in a \$100 deposit in an old or new account. Loaning and selling radio equipment to merchants in other lines gets good publicity for the dealer and makes for additional sales by creating interest in radio.



A Radio Dealer Who Fooled Himself About Making a Profit

Accompanying is the financial report of a typical Eastern music dealer, on his costs of selling radio. The form shown is one of 700 distributed to the members of the Music Industries Chamber of Commerce, by that organization in co-operation with *Radio Retailing*.

From these reports as received, filled in, *Radio Retailing* was able to compile and give to the trade the first substantial facts on the cost of selling radio sets in the radio depart-

ments of music stores. The report tells the sales, it gives the true merchandise cost, and it gives a clear picture of what the individual merchant faces in his problem of making a profit.

By its analysis the merchant was also shown the weak spots in his store operation. His figures clearly indicated for example, that he was "kidding himself." He thought he was making a profit, but he was not. He was losing money. Why? Because just like so many other merchants, he was taking his salary by way of profit. If this man had charged his business with a proper salary, the business would have gone under.

New Radio Books to Read and to Recommend

Dunlap's Radio Manual

By Orrin E. Dunlap, Jr., B. S., Radio Editor of the *New York Times*. Houghton Mifflin Company, New York and Boston. 267 Pages. Price, \$2.50.

This book has the unusual ability to impart information in a highly interesting way. The author is a facile writer and is thoroughly acquainted with his subject. It can be unqualifiedly recommended to the most uninformed radio listeners and they will find it interesting, understandable and instructive. The history, science and practice of radio reception and transmission are explained simply and in non-technical language.

Broadcasting: Its New Day

By S. L. Rothafel and Raymond Francis Yates. The Century Company, New York. 316 Pages. Price, \$2.

A serious, practical, unscientific discussion of the achievements of radio and its future possibilities is contained in this book, one of the authors of which is S. L. Rothafel, the "Roxy" of WEA and allied stations. While written in a popular style, it is a serious presentation of present-day radio difficulties from the standpoint of broadcasting.

Who's Who on the Air and When

Compiled by George T. Bowden. Air Guide Publishers, Cleveland, O. 52 Pages. Price, \$1.

This is a list of broadcasting stations arranged according to the time they broadcast. Each page is divided into the seven days of the week, and four times are given—Eastern, Central, Mountain and Pacific. The early hours are given in the first part of the book, the hours progressing as the pages are turned. Thus it is possible to take any given minute of the day, turn to it, and ascertain what stations are broadcasting at that time. In the rear of the book, all stations are again listed, with their location, wavelength and power. A dial log is also included.

Dunlap's Radio Call Book

Compiled by Orrin E. Dunlap, Jr. *Dunlap's Radio Call Book Service*, Flushing, N. Y. Price, \$1.

A new radio call book listing all known broadcasting stations throughout the world. The service includes monthly bulletins giving the month's changes in the broadcasting situation, thus keeping the book up-to-date. Owners of stations, location, wavelengths, power and slogans are listed. Four columns are provided after each station for dial readings. The monthly changes and new information are printed on paper with one edge gummed so they may be pasted in the back of the book.

(Confidential)	
Inquiry on Costs of Selling Radio at Retail	
<i>In Co-operation with Music Industries Chamber of Commerce</i>	
Great Merchandise Sales	\$16561.32
Deduct: Returns and Allowances	
Net Sales	\$16561.32
Less: Cost of Goods Sold	
Inventory at beginning of year	\$ 2908.65
Add: Purchases of Merchandise at Cost	13417.87
Total Merchandise Handled at Cost	\$16326.52
Less: Inventory at end of year	3278.56
Value of Merchandise Sold, at Cost	13047.96
Add:	
Freight and Cartage In	156.48
Total Cost of Merchandise Sold	\$13204.44
Margin	3356.88
Less:	
Selling Expenses	
Salaries and Wages of Sales Clerks	\$ 594.00
Sales People's Commissions	110.65
Store Supplies and Expenses	15.85
Traveling Expenses of Salesmen	15.85
Delivery Expense	15.85
Store Demonstration Expense	15.85
Cash Discount on Sales	15.85
Advertising	385.58
Auto Truck and Maintenance	385.58
Total Selling Expense	\$ 1106.08
General Expenses	
Stationery and Printing	\$ 12.50
Office Salaries	840.00
Rent	171.06
Office Supplies	171.06
Light and Heat	73.39
Collection Expense	25.75
Telephone and Postage	25.75
Miscellaneous Expense	25.75
Total General Expense	\$ 1122.70
Other Costs	
Insurance and Taxes	\$ 12.50
Interest on Outstanding Accounts Payable	36.00
Loss on Bad Accounts	36.00
Miscellaneous	75.00
Loss on Damaged Stock	75.00
Fixed Charges	
Interest on Investment	123.50
Depreciation on Fixtures and Equipment	123.50
Total "Other Costs and Fixed Charges"	\$ 123.50
Total Cost of Doing Business	\$ 2352.28
Profit or Loss	1104.60

Typical filled-in form submitted to "Radio Retailing" by dealer who thought he was making a profit on his business.

The RADIO CORPORATION OF AMERICA Announces a Selective Dealer Policy

RCA herewith announces its selective dealer policy, to become effective January 3, 1926. This policy has been most carefully developed with a twofold purpose in view—to benefit dealers by offering an individual franchise and to protect the public in their purchases of RCA merchandise.

Dealers will be chosen upon the basis of active business in Radiolas, Radiola Loudspeakers, and RCA accessories during the months of September, October, November and December 1925.

So that RCA may select its dealers on the basis of public preference, we are asking all our distributors to begin the preparation of a list of their dealers and to keep records of their purchases, credit and servicing performance, individually—furnishing us such records complete, from September 1 to December 31, 1925.

Upon the basis of such preliminary evidence of public choice and satisfaction, RCA will issue Authorized Dealer signs.

Our dealer distribution will be confined to those who maintain a definite servicing policy on RADIOLAS, RADIOTRONS, RADIOLA LOUDSPEAKERS and RCA accessories. Public acceptance of the prices at which we advertise these products permits the dealer a profit that is sufficient to warrant a liberal and expert servicing policy with moderate charges.

The RCA franchise will be a valuable franchise. The number of dealers will be limited mainly on the basis of the service given to the public, but also with a frank recognition of the fact that RCA Authorized Dealers should have opportunities for profitable volume. We want to create a permanent business for them because it is the only way in which they can serve the public.

The full strength of the vast national advertising program of RCA will be continuously behind its Authorized Dealers.

Public demand and interest in Radiolas, Radiotrons and Radiola Loudspeakers and RCA accessories supported by our national advertising, has now reached a point where it insures to our selected dealers, not alone a large turnover, but a profit as well.

Read the following pages for an important announcement. Then write to the nearest RCA distributor for descriptive bulletin and catalog.

RADIO CORPORATION OF AMERICA
Chicago New York San Francisco

RCA Now

New Radiolas: featuring volume, tone quality, complete A. C. operation and Dry Battery operation giving volume in excess of Storage Battery operation.

This fall marks the announcement by RCA of new Radiotrons, of improved Super-Heterodynes, and revolutionary new Loudspeakers. It marks another step, too, in lowering the cost of radio to the public. These five pages of summary are a brief outline of a coming season of tremendous selling.

Radiola 30

New RCA eight-tube Super-Heterodyne complete and self-contained in console cabinet, embodying new RCA Special Cone Loudspeaker. Provides complete operation from 110 volt 60 cycle A. C. lighting circuit, requiring no batteries. Extraordinary volume and perfection of tone.

Supreme selectivity and super-sensitivity. The goal towards which engineers, the trade and the public have been looking since the advent of radio broadcasting.

List price, complete with all necessary Radiotrons and Rectrons **\$575.00**

Radiola Super-VIII

The standard RCA six-tube Super-Heterodyne in upright cabinet with self-enclosed loop and famous RCA Doublette Loud-

speaker. List price, including 5 Radiotrons UV-199, 1 Radiotron UX-120 and Adapter UR-556 **\$340.00**

Radiola 28

"Jefferson desk" type new RCA uni-control, eight-tube Super-Heterodyne with attached loop. As dry battery operated receiver, gives volume in excess of that obtainable from storage battery operated receivers. Space inside cabinet for all dry batteries.

104, Radiola 28 operates completely from the A.C. lighting circuit, eliminating all batteries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale.

List price, including 7 Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 **\$260.00**

If used with Radiola Loudspeaker Model

Radiola 26

The universally popular portable six-tube Super-Heterodyne provided with extra battery cabinet for home use. Adapted to either loop or antenna operation. Has

built-in loudspeaker, self-contained loop and space for all necessary batteries.

List price, including 6 Radiotrons UV-199 **\$225.00**

Radiola 25

New RCA six-tube, uni-control Super-Heterodyne, table type with attached loop. Dry battery operated with space in cabinet for all necessary batteries. If used in conjunction with Radiola Loudspeaker Model 104, Radiola 25 operates from 110 volt 60 cycle A.C. lighting circuit, requiring no bat-

teries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale.

List price, including five Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 **\$165.00**

 **Radiola**
REG. U. S. PAT. OFF.
AN RCA PRODUCT

Announces

Important

- No. 1: Trade Protection: Where prices are reduced, dealers and distributors are protected.
- No. 2: Deliveries: Of the new models, some are ready for immediate delivery. For the rest, orders will be accepted, and deliveries made as production goes forward.

Established leaders
at new low prices
(Trade Protected)

Radiola Super-Heterodyne (semi-portable)

The popular seller of the RCA Super-Heterodyne group. Standard six-tube Super-Heterodyne which will gain new popularity when fitted with new amplifying Radiotron UX-120. Over 150,000 sold to date.

List price, less accessories . . . **\$116.00**

Radiola 20

A new pacemaker for radio receivers of the five-tube type. New RCA uni-control, tuned radio frequency receiver of balanced type with variable regeneration. An antenna set which, when dry battery operated, gives volume considerably in excess of that obtainable from storage battery operated receivers in this class. Ease of

manipulation, sensitivity, selectivity and quality of reproduction are outstanding features. Operates with relatively short aerial.

List price, less accessories . . . **\$102.50**

List price, packed with 4 Radiotrons UX-199 and 1 Radiotron UX-120 . . \$115.00

Radiola III-a

The popular price leader among RCA Radiolas. Over 100,000 sold to date. A four-tube Radiola which exceeds the performance of many five-tube sets. Equipped with Balanced Amplifier for high quality reproduction.

List price, less accessories . . . **\$35.00**

List price, packed with 4 Radiotrons WD-11 and headphones \$49.50

List price, packed with 4 Radiotrons WD-11, headphones and Radiola Loudspeaker Model UZ-1325 \$67.50

Radiola III

A receiver big in performance and low in price. Over 200,000 sold to date. Now sold at a price within reach of all. A two-tube Radiola of extraordinary performance.

List price, less accessories . . . **\$15.00**

List price, packed with 2 Radiotrons WD-11 and headphones \$24.50

Radiola Balanced Amplifier

Increases the loudspeaker volume of any type of radio receiver. Added to Radiola III, constitutes a four-tube Radiola giving same performance as Radiola III-a.

List price, less Radiotrons **\$18.00**

List price, packed with 2 Radiotrons WD-11 \$23.00

 **Radiola**
REG. U. S. PAT. OFF.
AN RCA PRODUCT

New Developments in Loudspeakers

Radiola Loudspeaker Model 104

The outstanding loudspeaker development in the radio art, built on an entirely new principle. Reproduces orchestra, band, pipe organ and other musical instruments with volume equal to the original at the broadcasting studio, with acoustical fidelity hitherto unattained. Gives amazingly accurate voice reproduction. Volume of reproduction can be varied from minimum to maximum without impairment of quality. Operates directly from a 110

volt 60 cycle A. C. circuit and when used with Radiola 25 or Radiola 28, supplies plate, grid and filament voltages for operation of complete radio set as well as loudspeaker, thus replacing all batteries. May be connected to first audio stage of any radio receiver, but its capabilities are particularly realized with RCA Radiolas.

List price, including all Radiotrons and Rectrons **\$245.00**

Radiola Loudspeaker Model 102

A new RCA, A. C. operated Cone Loudspeaker equipped with rectifier-amplifier unit for operation from 60 cycle, 110 volt A.C. lighting circuit. Has same tone quality as Model 104 and provides volume far in excess of existing types of loudspeakers. Recommended for connection to first audio

stage of broadcast receivers and particularly for use in conjunction with RCA Radiolas. Operated by new super-power amplifier tube, Radiotron UX-210 and new RCA Rectron UX-216-B.

List price, including Radiotrons and Rectron **\$140.00**

Radiola Loudspeaker Model 100

New RCA Special Cone built on the new principle, achieving new clarity of tone and a far wider tone range than existing types. Designed for direct connection to

output circuit of broadcast receivers. Particularly recommended for Radiolas 20, 25 and 28, dry battery operated.

List price **\$35.00**

Radiola Loudspeaker Model UZ-1325

The RCA standard of the horn type, universally commented upon as providing clearest reproduction of horn types of loudspeakers. Equipped with an adjustable

diaphragm. Requires no external batteries for additional amplification.

List price **\$18.00**

A. C. Rectifier-amplifier

RCA Uni-Rectron Model AP-935

Rectifier-power amplifier unit—same as that supplied with Model 102 Loudspeaker. May be used for operation of any type of loudspeaker from 60 cycle, 110 volt A. C. lighting circuit. Amplification ob-

tained from new RCA super-power amplifying tube, Radiotron UX-210.

List price, complete with Radiotron UX-210 and Rectron UX-216-B . . . **\$105.00**

"B" Battery Eliminators

RCA Duo-Rectron Model AP-937

America's first "B" battery eliminator designed to supply plate voltage to any type of radio broadcast receiver using any type of tube up to ten Radiotrons 201-A. Supplies plate voltages at 22½, 45, 90 and 135 volts with maximum current output at 50 milliamperes. Through use of RCA glow

lamp, Radiotron UX-874, this model provides uniform voltage at all current outputs from minimum to maximum. Operates detector as well as amplifier tubes from 110 volt, 60 cycle A. C. source. A. C. hum completely eliminated.

List price, with Radiotron UX-874 and Rectron UX-213 **\$65.00**

Radiola LOUDSPEAKERS

Three new power amplifying tubes for increase of volume and quality of reproduction

Radiotron UX-120

New RCA dry battery power amplifier tube which, when connected to last audio stage of a dry battery operated receiver,

provides volume double that obtainable from UV-201-A tubes.

List **\$2.50**

Radiotron UX-112

New RCA storage battery power amplifier tube for improvement of quality and vol-

ume in storage battery operated receivers.

List **\$6.50**

Radiotron UX-210

New RCA super-power amplifying tube designed for use in A.C. operated power am-

plifiers. The most powerful audio frequency amplifying tube on the market. List. **\$9.00**

The standard RCA Radiotrons you now sell—some equipped with the new RCA standard "UX" base—

Radiotron	WD-11	\$2.50
Radiotron	WD-12	\$2.50
Radiotron	*WX-12	\$2.50
Radiotron	UV-199	\$2.50
Radiotron	*UX-199	\$2.50
Radiotron	UV-200	\$2.50
Radiotron	*UX-200	\$2.50
Radiotron	UV-201-A	\$2.50
Radiotron	*UX-201-A	\$2.50

Two new RCA Rectrons—rectifier tubes for use in "B" battery eliminators and devices serving similar functions.

*—A "UX" or "WX" tube provides precisely the same performance as the corresponding "UV" or "WD" tube, the only change being in the design of the base.

Rectron UX-213

New RCA full-wave rectifier using input voltages up to 220 per plate. Provides

current output of 65 milliamperes.

List **\$7.00**

Rectron UX-216-B

New RCA half-wave rectifying tube for use in "B" battery eliminators and similar devices. Operates at plate voltages up to

550, with current output of 65 milliamperes.

List **\$7.50**



Radiotron

AN RCA PRODUCT

"Bait Advertising" Misleads the Public

Radio Dealers Are Warned Against Using Advertising That May Be Misconstrued—Compiled Especially for "Radio Retailing" by the Better Business Bureau of the Associated Advertising Clubs of the World

PROBABLY no misuse of advertising leads to greater fraud and deception in radio, or in any other field of business, than what is commonly called "bait" advertising. It is a favorite method with the type of retailer who is more anxious to sell merchandise than to please the public. He knows as a matter of business psychology that he can please a customer by selling what the customer wants, but he actually does business by advertising what the customer wants and then selling him something else.

Bait advertising takes several forms. When a store adopts any one of them it is risking its reputation, increasing the amount of merchandise returned, and in every other way playing loose with the relationship of confidence that should exist between seller and buyer.

If a retailer has one or several radio sets in stock and desires to dispose of them at a greatly reduced price, he is perfectly justified in doing so provided the public understands that the supply is limited to the number on hand. When an advertiser, however, features merchandise of which he has only one or two articles in stock, in order to bring the public to his store on the chance that once inside, they will buy something else, he is misusing advertising, because what he holds out is really not a legitimate offer to the general public, but only bait.

Recently, a court in Cleveland, Ohio, ruled on this point, holding that where a merchant had one fur coat in stock, he was not justified in conveying the impression in his advertising that he was ready to sell a considerable number of such coats at a special price. With this legal precedent established, radio dealers may well watch their step, because the same legal principle would apply to the sale of sets as to fur coats.

Some advertisers go even farther than this and slash the price of an

article to a point at which they have no intention of selling it. They either protect themselves through a fake sale to some friend or member or the family, thus removing from stock the one and only article advertised or, perhaps, they may sell the article to the first purchaser as advertised and then endeavor to make up their loss through a long profit on the more or less worthless accessories he is persuaded to buy to complete his outfit.

Bait Advertising Is Bad Advertising

Bait advertising in any form is bad advertising. It causes disappointment if the article advertised is not available, or it creates dissatisfaction if merchandise other than that advertised is sold, which later proves to be inferior.

Another form of bait advertising is that which tempts a customer into a store in the belief that there has

Back Up Your Advertisements

Some of the advertising practices the Better Business Bureau believes result in loss of confidence are as follows:

1. Advertising a drastic cut price sale and having only one or two of the items in stock.
2. Advertising "Blank Sets Reduced \$65" without giving the actual selling price.
3. Misleading buyers into thinking the price includes all accessories, when accessories are extra.
4. Misleading the public into thinking the first payment on a time payment sale is the entire price of the set.

been a drastic cut in well known merchandise.

For several weeks a display card appeared in the show window of a store in New York reading as follows:

Conceradio

Reduced **\$65** Reduced

It is well known that the above set sold regularly at slightly under \$200. Naturally, an opportunity to buy the set at \$65 would carry a strong appeal to many people. However, the store was not making any such offer, so the salesman explained.

"You are mistaken in believing that we have reduced the price to \$65," he said. "What we mean is that there has been a reduction of \$65, so that you now may purchase the set for \$125."

If not actually deceptive, this advertising was capable of misleading those who passed the store, particularly in view of the very common practice on the part of advertisers of quoting a special sale price instead of the amount of a reduction. What appeared to be an exceptionally attractive offer would take many people into the store, only to find that the wording of the advertisement had tricked them. In other words, they had experienced the lure, and suffered the disillusionment of a form of bait advertising.

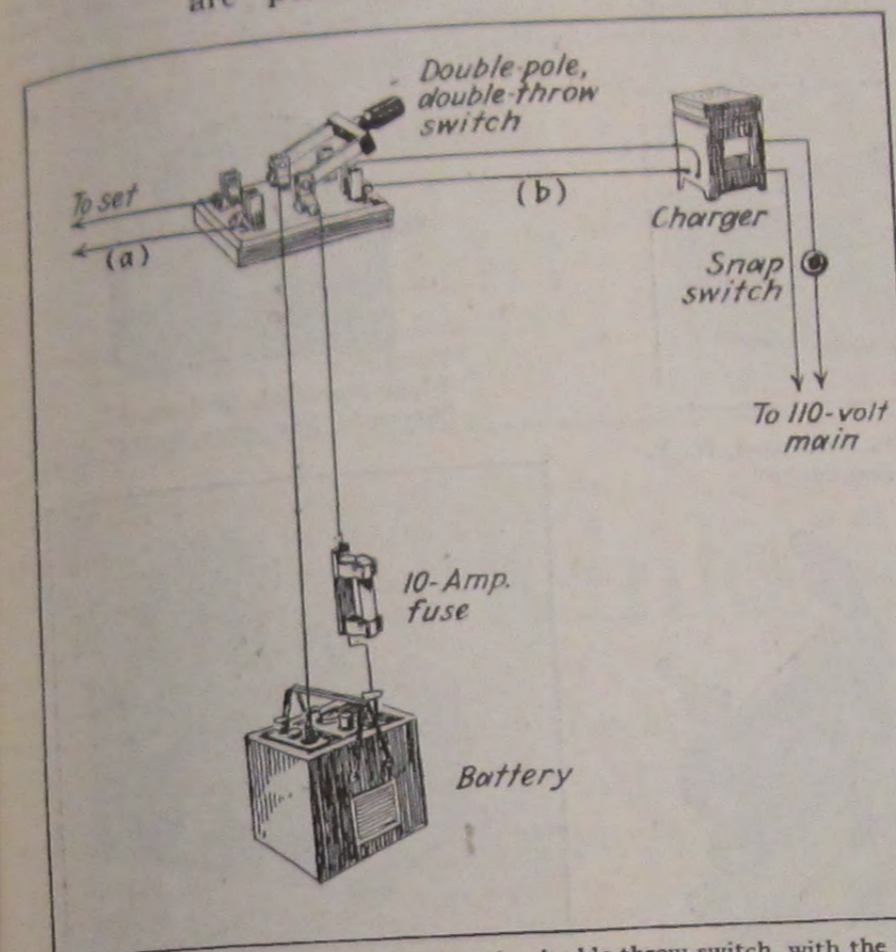
Perhaps the most common type of bait advertising from which the radio field has suffered has been the practice of conveying the impression in advertising that a price quoted on a set would include all necessary equipment. The purchase of radio accessories is an item with which to figure and a prospective customer's enthusiasm is certain to be dampened

(Continued on page 321)

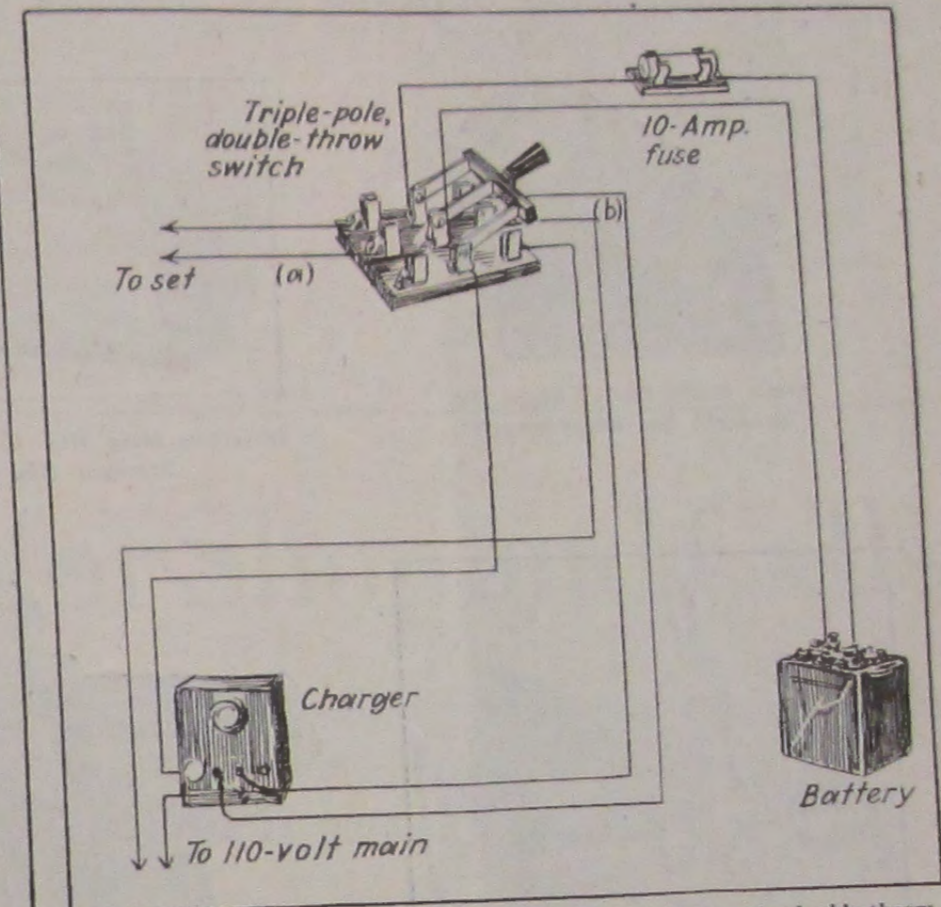
Wire Your Customers' Sets for Convenience

The old days when set owners disconnected the storage battery and carried it down to the cellar for charging are gone—today both the charger and the battery are permanently installed downstairs

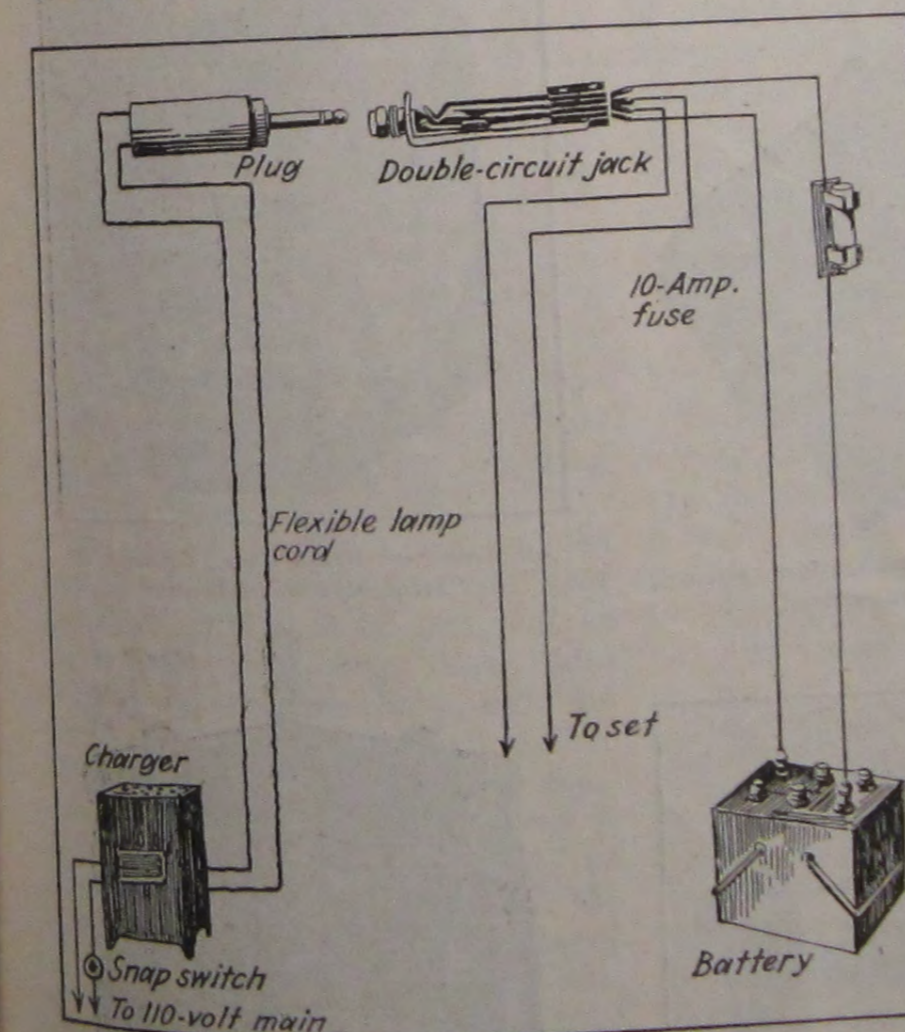
and the battery is thrown on charge by means of a switch near the set. Here are four simple hook-ups to help you sell and install battery chargers in the homes of those who own receivers.



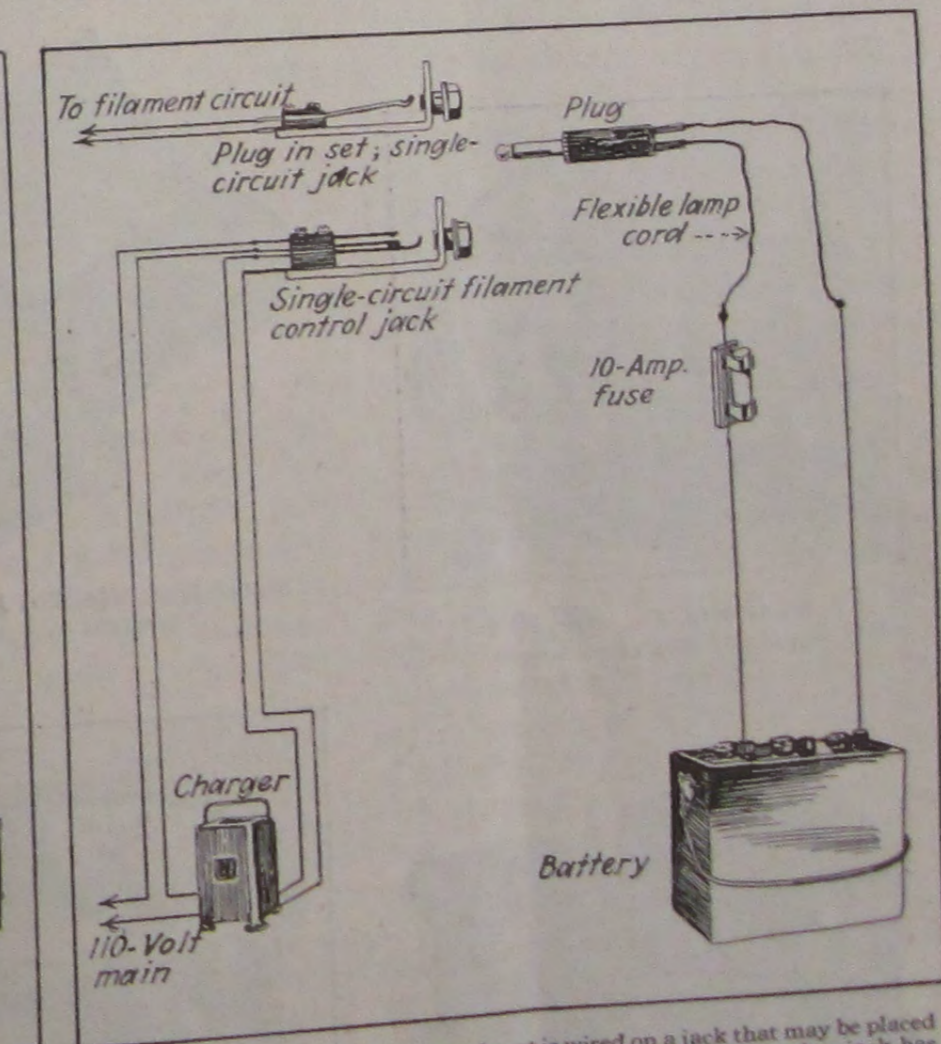
Circuit One shows an ordinary double-pole, double-throw switch, with the set connected to one pair of terminals, the charger to the other and the storage battery to the center blades. The charger is permanently connected to the 110-volt mains and controlled by means of a snap switch. To charge the battery, all that is necessary is to throw the pole switch from A to B and turn on the charger by means of the snap switch.



Circuit Two has eliminated the snap switch and uses a three-pole, double-throw switch. As in the case of Circuit One, charging the battery is accomplished by throwing the switch from A to B. The third blade on the switch turns on the supply current for the charger. Care will have to be exercised in the installation of this method in order that the switch will be protected against cross-overs between the battery and lighting current circuits.



Circuit Three shows the use of a plug and jack to accomplish the same result that the double-pole, double-throw switch does in Circuit One. The charger is turned on by means of a snap switch and the charging side is connected to the plug. The "make" contacts of the jack go to the battery, and the "break" contacts go to the set. When the plug is inserted, the battery is connected to the charger and disconnected from the set. Care must be taken in this, and also in the following circuit, to get the polarity right. To make sure of this, it is recommended that wires of different coloring be used.



In Circuit Four the battery supply to the set is wired on a jack that may be placed on the set itself and the plug is connected to it and the supply current to the output of the battery charges connected to it and the supply current to the filament control contacts. The charger in this case is also connected permanently to the 110-volt supply mains. To charge the battery it is necessary only to take the plug from the upper jack and insert it in the lower jack as illustrated. A snap switch not shown may also be used in the 110-volt side of this circuit as a safety factor, if desired.

"Straight Line" Craze Brings New Condenser Design

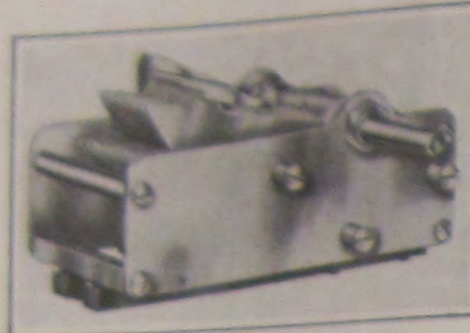
EFFORTS to separate the lower wave lengths in order to give even distribution of stations on the dial has given rise to many novel types of condensers. Because of the fact that there are more stations assigned to wave lengths below 200 metres than above results in "bunching" of stations for at least 30 degrees on the dial scale. Straight line frequency, straight line wave length, straight line capacity, straight line wave length, these types have been placed on the market, the ultimate aim of each type

being to secure even calibration on the dial. But there seems to be so much dissention among the manufacturers of these various types of condensers as there is difficulty in separating the stations. A straight line frequency condenser will increase in capacity more slowly than a straight line wave length condenser, at the lower end, and will therefore give greater apparent separation on the dial. On the other hand, a corresponding increase in the apparent crowding of the higher wave lengths is noticed.

Modifications of these condensers try to incorporate the slow increase in capacity at the lower end and a greater increase at the upper so that all stations will be evenly separated on the dial. It is to be remembered, however, that unless a particular coil, designed for use with a particular condenser, is used, no straight line curve or its desired effects are obtained. The following illustrations show some of the recent developments along the lines outlined in the foregoing.



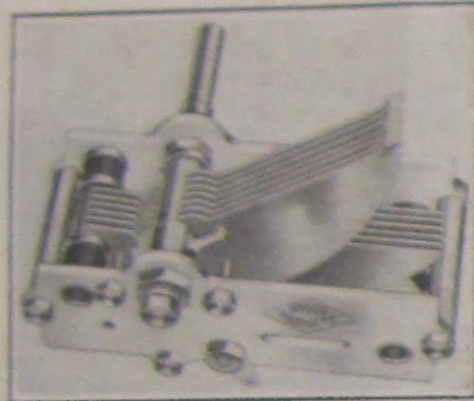
Elgin Radio Corp., Elgin, Ill.
"Straight line wave length"



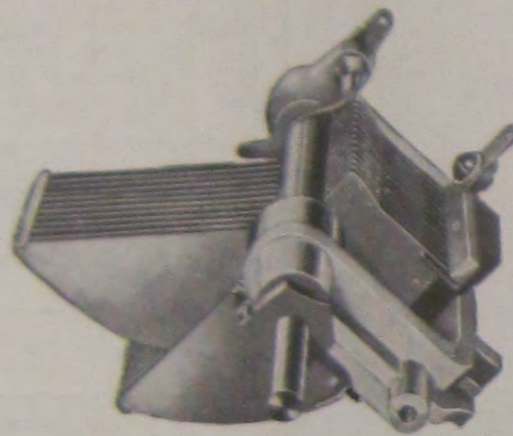
Haig and Haig Mfg. Co., Rochester, N. Y.
"Straight line frequency"



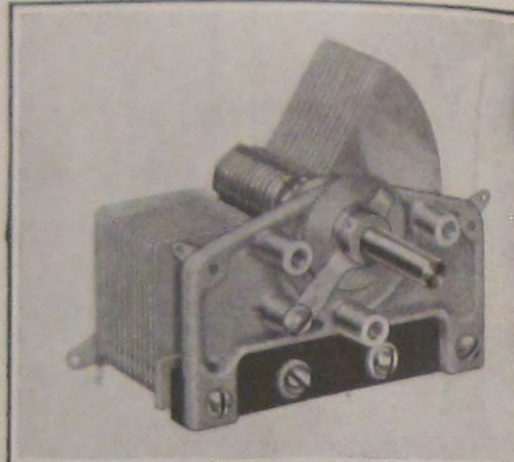
Silver-Marshall, Chicago, Ill.
"Straight line wave length"



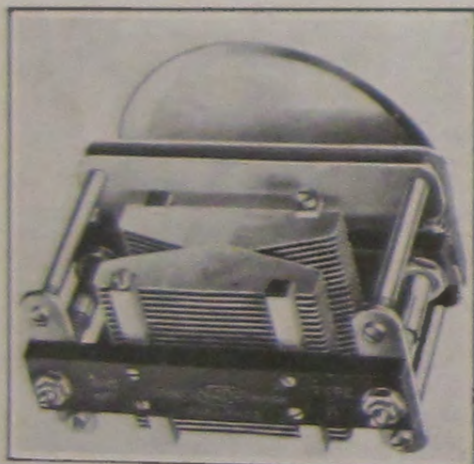
Amaco Products, Inc., New York
"Straight line frequency"



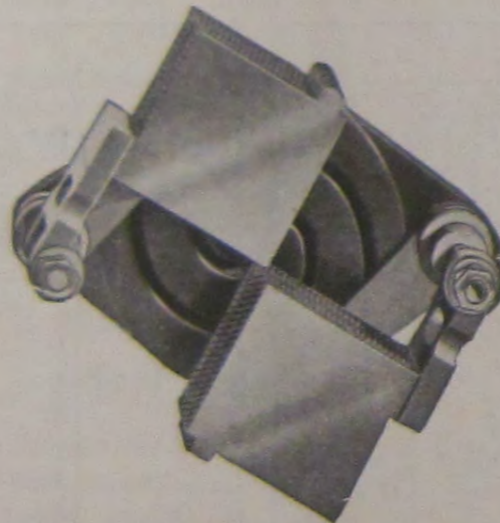
Hammarlund Mfg. Co., New York
"Straight line frequency"



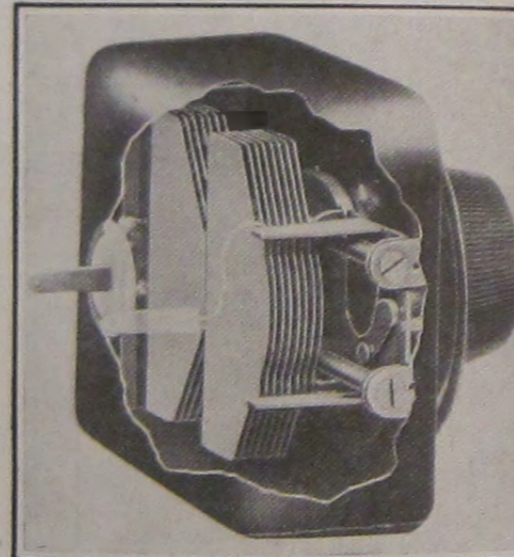
Benjamin Elec. Mfg. Co., Chicago, Ill.
"Straight line wave length"



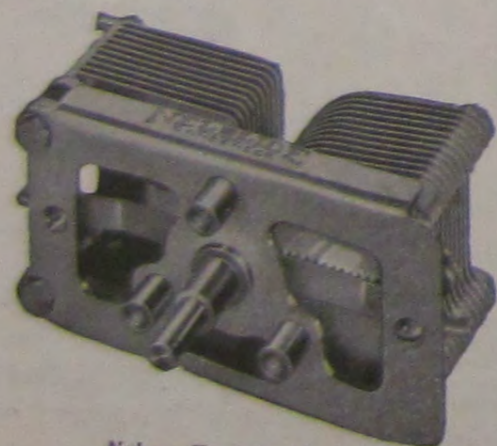
Wade Mfg. Co., New York
"Straight line wave length"



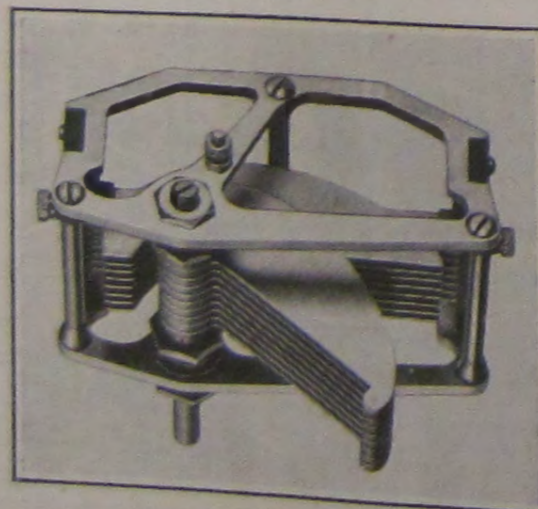
Signal Elec. Mfg. Co., Menominee, Mich.
"Straight line frequency"



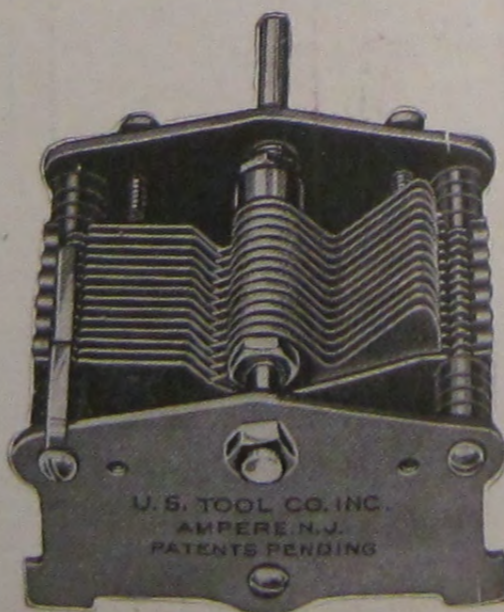
All American Radio Corp., Chicago, Ill.
"Straight line frequency"



Nelson Tool Co., New York
"Modified straight line frequency"

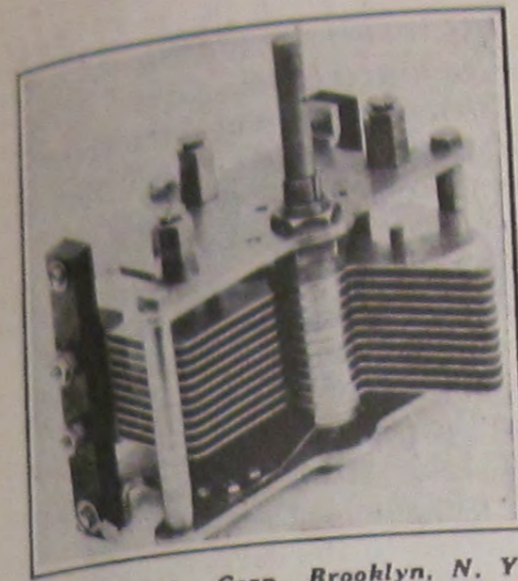


Bremer-Tully Mfg. Co., Chicago, Ill.
"Straight line frequency"

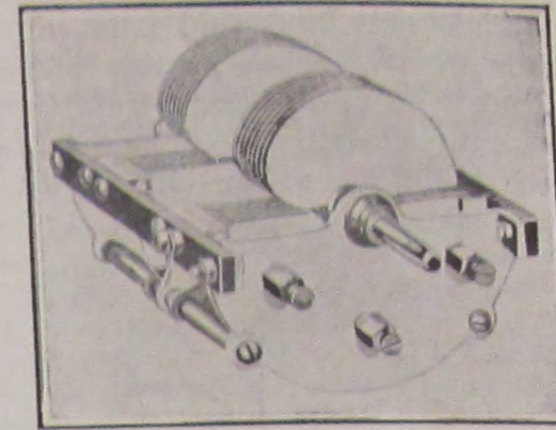


U. S. Tool Co., Inc., Ampere, N. J.
"Modified straight line frequency"

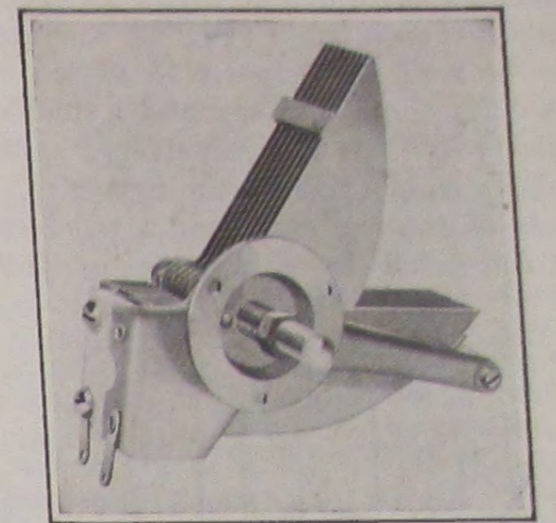
("Straight Line" Craze Brings New Condenser Designs—Continued)



Cardwell Mfg. Corp., Brooklyn, N. Y.
"Semi-straight wave length"



Gardner and Hepburn, Inc., Philadelphia, Pa.
"Straight line wave length"



Pacent Electric Co., New York
"Straight line frequency"

Service "Kinks" for Shop and Calls

Short-Cuts in Locating and Repairing Radio Receiver Troubles That Have Been Developed by Radio Dealers—A Central Battery Switch That Permits a Comparative Demonstration of Sets

SOME kind of homemade equipment has been devised by practically every radio dealer to facilitate servicing, repairing or demonstrating radio receivers. Many items of this sort have come to the attention of *Radio Retailing's* editorial representatives during their travels among the trade, and a few are presented on these pages.

The Clarke Electric Company, Danville, Va., has worked out a portable set testing outfit (Fig. 1) which, according to A. S. Clarke, one of the owners of the shop, can test a receiver for very nearly anything that may be wrong with it.

The Clarke company's service men have used the outfit for the past year and claim that 99 per cent of the troubles that occur in a radio receiver will be brought to light by the tester. Built into a small leather case, it is simple to construct, compact and easily portable. Not only is it used for trouble-shooting at the store, but it is so designed that the service men can conveniently carry it with them when going on an outside call. The ordinary leather case in which it is built contains plenty of room for four dry cells and 45 volts of B battery, as well as leaving space for tools and extra tubes.

The equipment used in constructing the tester is a bakelite panel,

about 8 in. x 10 in. a combination voltmeter 0-7.5-30-120, a 0-5 milliammeter, a high resistance rheostat so that the 6-volt filament batteries may be stepped down to 3 and 1.5 volts for different types of tubes, two open circuit jacks, a 6-point tap switch to set the voltmeter range, a large type navy socket with adapters for other types of tubes, and one plug with flexible leads.

Instructions for Building Circuit

To build the circuit, following the wiring in the diagram (Fig. 1)—(1) is the negative B battery pole, going to negative A battery pole (2), then to negative pole of rheostat (3), to negative pole of voltmeter (4), to open circuit jack (5-6), to arm of tap switch (7). First switch point (8) goes to 120-volt tap at voltmeter (9), center switch point (10), goes to 30-volt tap at voltmeter (11), last switch point (12) goes to 7.5 volt tap at voltmeter (13). This connection is tapped off to positive filament pole on socket (14) and positive A battery pole (15). Negative filament pole at socket (16) goes to rheostat pole (17). Plate pole of socket (18) goes to negative pole of milliammeter (19). Positive pole of milliammeter (20), goes to positive pole of B bat-

tery (21). 22.5 volt tap of B battery (22) goes to open circuit jack (23-24) which is wired to the 30-volt tap at voltmeter (11).

To test tubes: set voltmeter switch to 0-7.5 range, and adjust rheostat to proper voltage for tube being tested. Read milliammeter. To use voltmeter to test B batteries: set voltmeter switch to proper range and set arm of tap switch to same voltage. Insert plug with flexible cords in jack (5-6), the cords leading to the battery on test. The rheostat must be in "off" position.

To test for circuit continuity, opens, shorts, grounds, etc., set switch on voltmeter to 0-30 range, close circuit to be tested with flexible plug leads and insert plug in jack (23-24). If the circuit is complete, the voltmeter will register. Thus the entire circuit of a set, or any part of a circuit, or any of the parts in the circuit may be tested for current flow. The meter will read through a very high resistance.

Kelley and Phillips, electrical dealers of Brooklyn, N. Y., have wired their store in an efficient manner to simplify the demonstration of receivers. Although the Kelley-Phillips wiring uses a set of A and B batteries for every two receivers, it is possible to use one central set of batteries. (Continued on next page.)

"To the Editor"

Each set of two receivers is controlled by two double throw switches mounted on a panel (Fig. 2) screwed to the wall. A triple pole switch is used for the B battery and a double pole switch for the A battery. The battery supply goes to the center contacts of the switches, and a receiver is connected to each side of the

the top of the acetylene tank, which is equipped with a stop-cock. The Bunsen burner is attached to the other end of the tube. Small acetylene tanks may be bought from automobile or motorcycle supply stores and must be refilled each time they burn out. The expense is negligible, as one filling lasts about six months.

plug for insertion in the loud speaker jack, which gives the same effect as short-circuiting the speaker leads and is a great time-saver.

To make the plug attachment for the tester, an old 201-A tube was broken off from the base and the base heated and cleaned out. Two lengths of double cord lamp wire were used, and each cord was soldered to the inside end of one of the prongs in the tube base, which was then sealed with sealing wax. The four wires were wound into one cable and the four ends were connected to the corresponding binding posts on the tester. This plug attachment has been found a simple and efficient method of testing sets without having to hook up a number of wires as all necessary wires ran to the plug which is simply inserted in a socket of the set, actuating the meters on the tester according to the condition of the receiver. This, of course, in no way interferes with the instrument's ability to test tubes, and is a supplement to that service.

Separate Table for Every Repair Job

The Bruce Electric Company, New London, Conn., has equipped its repair shop with a number of tables and each receiver brought in for repair is given a separate table. This eliminates all possibility of losing parts taken out of sets or confusing them with other parts. This also works out satisfactorily when customers ask to use the workshop.

In the repair shop of the store a way has been devised to determine whether or not current is flowing into soldering irons, and to insure that the current is turned off when the iron is not in use. Where each iron is plugged into the outlet, a pilot light is inserted in series with the iron, so that when current flows through the iron, the pilot light is turned on. The light is an ordinary 110-watt bulb.

Another idea put into practice by the Brooklyn Wireless Company, to test a receiver for trouble, is applied to a Jewel tube tester. A burnt

switch. While it is necessary to have a switch panel for each two receivers, one set of batteries may be used by running the wires from each panel to the same battery, instead of following the Kelley-Phillips system of providing a set of batteries for each panel. The panels measure 7 in. x 9 in.

In the main display room of the Kelley-Phillips store, three tables are equipped with switch panels accommodating six table type sets. In the demonstration room, one switch panel and set of batteries controls two console models. The system permits a quick and easy demonstration and also allows a quick changeover between two sets for the purpose of comparison.

Has a Home-Made Soldering Torch

The Brooklyn Wireless Company, Brooklyn, N. Y., has evolved a home-made soldering outfit from a small acetylene tank, such as those used on motorcycles, a rubber tube and a Bunsen burner. This enables soldering to be done in any kind of weather or strong wind, on outside jobs such as aerials, by taking the place of a blow-torch and also eliminating the necessity for using a soldering iron. The flame generated by the acetylene is so hot, and at the same time so small and concentrated, that it may be used to melt the solder without undue waste. Wire solder, of course, must be used. It has been found indispensable on installations and antenna repair jobs as it is almost impossible to blow the flame out.

The rubber tube fits over a plug at

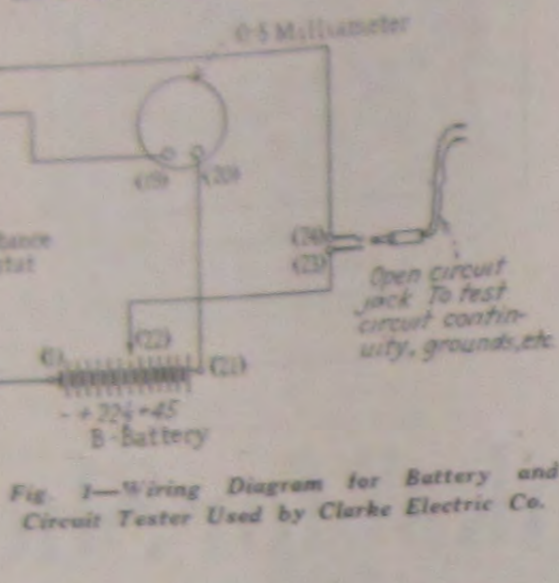


Fig. 1—Wiring Diagram for Battery and Circuit Tester Used by Clarke Electric Co.

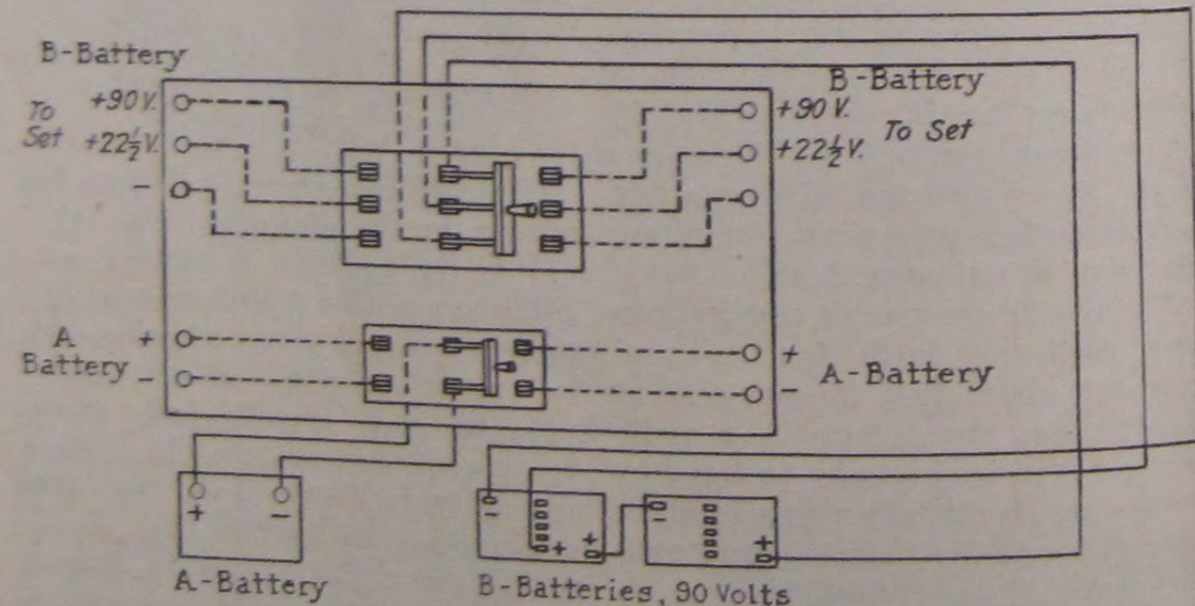


Fig. 2—Wiring Diagram for Switch Panel Used by Kelley and Phillips to Demonstrate Sets

out 201-A tube base is connected to the tester, and the base plugged into the sockets of the set on test. This gives condition of the A battery, the actual grid bias through the C battery and, by short-circuiting the loud speaker leads, the B battery voltage. The Brooklyn Company's service men carry with them a short-circuited

They are assigned a table which they may use as their own individual workbench until the work is finished. The Bruce Company has made a feature of inviting customers to use its workshop, as an aid to the sale of parts and has found the service appreciated and used to a great extent by its customers.

Finds "Radios for Rent" Profitable

Editor, *Radio Retailing*:
Though we may know we have a good thing we like others to tell us so. *Radio Retailing* is a good thing. After the writer has read it from cover to cover he passes it along to the rest of the organization.

Many of the plans advocated in your publication have been adopted and found to work successfully. It is also gratifying to find ideas of our own being used elsewhere. The one idea that inspired this letter at this time is the "Radio for Rent," a plan we have used with more or less success for some time. Briefly our plan is this: The customer signs a contract and makes the deposit equal to the usual down payment. In this contract he agrees to pay a rental for 30 days, an amount equal to the monthly payment on a six-month sales contract. If he returns the set after 30 days we refund the difference between his deposit and the rental. If he chooses to buy the set, the rental charge is treated as his first monthly payment on his sales contract.

We shall watch your publication to see if anyone has an improved idea on this rental plan.

Wishing you continued success,
GEO. H. ALBIN,
The Albin Organization.
Los Angeles, Calif.

Says Many Sets Arrive Inoperative

Editor, *Radio Retailing*:
It is so easy to be optimistic, we sometimes make ourselves believe that things will be, just because we want them to be.

For the reason that the radio season was shortened last year, we believe this season will open correspondingly early. It is unfortunate that manufacturers do not seem to be ready for such a condition.

In the shipment of radio sets, a fair percentage of them arrive inoperative. If these are passed on to the dealer, who in many cases is not in a position to make even minor repairs and who therefore wishes to return the merchandise, there is dissatisfaction. To correct this situation as far as our own responsibility is concerned, it is our intention to unpack and test all sets, so that when they leave our hands we may feel quite sure that they were in operating condition. We believe that the dealer is entitled to this service, although we must say that it is an expensive one.

The matter of price-cutting among dealers during the last season became a serious one. Dealers are enlisted from varied lines of businesses and at

this stage of radio merchandising it is easy for people in various lines of businesses to take up a radio line, and by unethical methods demoralize the business of a longer established dealer across the street—by obtaining one or more of the same makes of apparatus.

The new plan of allotting dealers exclusive sale in their own town is very commendable and we believe will do much toward correcting some of the bad conditions that have existed in the past.

C. L. REID,
Reid Motor Supply Company,
Quincy, Ill.

Claims Boston Jobbers Sell at Retail

Editor, *Radio Retailing*:

My subscription has been placed because of your assistance in killing the cut price discount evil. As far as I can see it is simply a rank way of a jobber selling at retail. Almost every merchant in Boston, whether he is a plumber or an ice-man, seems to be considered a "dealer" at the counters of the Boston jobbers. Cut prices are bad enough from "gyp" retail stores, but from jobbing houses it is too much for us. We find our customers in wholesale houses all over Boston. If any jobber can tell us or any dealer why they should give discounts to set builders, tailors, etc., we would be glad to know. In Boston some dealers are cutting out many lines of radio simply because they are peddled by "gyp" wholesalers.

I received a catalogue from a Chicago concern with dealers' discounts listed and an order blank saying, "wholesale only." I don't know how many of these catalogues have been sent to licensed amateurs but I imagine quite a few thousand.

I believe that radio merchandise should be wholesaled through one or possibly two jobbers in a territory at the most, as this will leave all responsibility to that one jobber.

GEORGE PROCTOR,
S. Eugene Proctor Company,
Boston, Mass.

Studies Methods of Other Dealers

Editor, *Radio Retailing*:

The writer—a radio merchant—has "purchased" nearly every make of radio set from hundreds of different stores within his territory. It has been my practice for years to study merchandising by going into different stores, just as an ordinary customer, asking the ordinary questions that my customers have asked me. Above all, this method gave me the opportunity of studying merchants, their different methods of merchandising and the practices of salespeople.

The most interesting experience I have ever encountered, was before I

entered the radio merchandising business. My wife had teased me for months to purchase a radio set. One evening I called a dealer on the phone, asking him if he could meet me at his store, and telling him that I wanted to purchase a radio set. We met at eight o'clock. He made a splendid demonstration of good tonal quality, simplicity of operation and unexpectedly brought in stations from considerable distance, that greatly pleased both my wife and myself. Then he started to give me a lecture on technical radio.

It was eleven-thirty when I was finally able to break from the dealer. Two hours and three-quarters of the most uninteresting jumble of long, and to me, meaningless words that I had ever heard. My wife had gone to sleep an hour before. As soon as we were out of hearing of our friend she asked me if I had bought the set. "Bought it, I should say not, and what's more I never will buy one of him," was my reply. No doubt I was unfair, but I was also human.

It was partly on the strength of this experience that I entered the radio merchandising field, hoping that those who bought from me would not suffer as I had suffered. Certainly I believe that a dealer or salesman should thoroughly explain the operation and possibly the construction of whatever equipment they may be selling, but at the invitation of the buyer and then always in simple everyday language. Tell the story of radio as you wanted to hear it when it was new to you. Don't be big-headed over the big words you have learned during your radio experience. Find out what the buyer's line of thought is, why he wants to do with it when he owns it, what he expects the set to do for him and his likes and dislikes of radio. Then base your sales talk accordingly. Meet your customer, don't insist upon him meeting you. You are serving him. He doesn't want to be made a fool of, because he hasn't learned anything more about radio than to listen and enjoy a good program.

To a few the back side of a radio panel is a work of art, but to all the rest it looks much better enclosed in a six-sided cabinet with the lid down. When they used to use the old gas-filled tubes, with all the colors of the rainbow, I recall a couple of my lady customers remarking that they were "pretty." In my experience this was an average interest.

Not only in your demonstration but in your sales talk find out what your prospect likes and give him just that. Be fair and treat him as you would like someone to treat you. Study the other merchant's methods and if they are better than yours, use them.

H. O. STANTON,
Glendale, Calif.

The Editors Have This to Say—

Location, Merchandise, and Service

THE story of Pierce, the Evanston, Ill., music-radio dealer, given leading position in this issue, is worth the study of every radio merchant. Its message appeals to us, because Pierce went about his store-organization job in such an intelligent way. He studied:

(1) Location, (2) Merchandise, (3) Service.

There you have them, always the big three in any mercantile situation. Naturally there are a number of other factors, such as a competitive price policy (in which this dealer perhaps has not progressed as far as he will with more experience). But Pierce feels that "service" will solve all things for him, and he may be right.

We have dealt on the "service" side of his success because that is the point where most radio merchants seem to fall down regularly. People want service. They have been educated to service in other lines, and they are going to get radio service somewhere. A dealer can have good location and he can have good merchandise, but an astigmatized view on service will cramp his growth if not his actual existence.

Now, Altogether—Carry the Buying Season Into the Spring

"BUYING this Fall will be steadier and will continue after the holidays. But all this only in the event the public's confidence is retained. If anything occurs to create a doubt in their minds regarding the stability of values or applications, they'll simply quit buying." S. J. Ryan said this on page 131 of August *Radio Retailing*. And Ryan is right.

No industry need feel abashed regarding a "Summer slump," but when the slump begins in February, as it did last season, there is cause for alarm.

To extend the buying season well up into May or June will require policing on the part of everyone. Keep watch all along the line, from the manufacturer who "baits" the public with promises of things revolutionary down to the retail clerk whose indifference may make an enemy. Get them out of the way before they can do harm.

We Need Competition in Excellence, Not Deception

IT HAS been one of the great traditions of radio that everybody in it has freely furnished his best to the service of the public. But a surprising reversal of this striving for excellence, comes to our attention in the field of B batteries, a class of goods where even the best is irregular enough in results and service.

In the B battery field there are, regrettably, irresponsible makers whose chemical manufacturing knowledge and facilities are so limited that their product sometimes "merely looks like" standard goods outwardly, leaving to the unfortunate purchaser the

disappointment of short life and early uselessness. But what is to be said when a reputable manufacturer who really knows how to make a good battery product, deliberately trims the active material and life of his product, and cuts the price to suit conditions. Such competition in rottenness of product, we feel, is bound to do wide injury to radio—injury far outside of the competitors at whom he is shooting.

When Radio Show Managers Can't Agree

TWO radio shows running at the same time in the same city—that is the anomalous position New York finds itself in, this month. Last year there were two shows also, but separated by several weeks. Later came along the regular fixture, the amateur convention and exhibition, and then the Brooklyn show and the Newark show. But an arrangement whereby two competitive exhibitions are running simultaneously, one in the center of the city and the other ten miles away in the Bronx, calls for double expenditure by the manufacturer who wants to bring his wares before New Yorkers. The natural inclination is to visit the show which is nearest the neighborhood where the fan lives, and to catch both the Manhattanites and the Bronx residents calls for maintaining a booth at both exhibitions. So, because the rival promoters couldn't get together, the exhibitors are holding the bag.

It Gets the Sightseeing Period Over Sooner

SUCH a thing as simultaneous rival radio shows could only happen in an industry as young as radio. But at that, the arrangement is not an unmixed blessing to the local retailer. The metropolitan populace certainly gets plenty of opportunity to collect radio literature and see what's what in current offerings of sets, parts and accessories.

Then, remember too, that the retail business is notoriously poor during the week of a radio show. People are looking, not buying. So at least when two shows run the same week the sightseeing period is shortened just that much.

Improvements Will Come in Form of Slow Changes

CERTAINLY we can look for improvement in radio but changes develop slowly. There are over eighteen million automobiles in use in this country. It is inconceivable that the purchasers of these machines did not take into consideration the fact that improvements from year to year were inevitable. This year will be the greatest in the history of the automobile industry but surely no one purchasing a car this year expects that autos have reached ultimate

perfection. What they believe is that no revolutionary change will take place within the ordinary life of the machine they buy.

Radio is almost as old as the automobile. Remove the fear of basic changes that will render the sets of today obsolete within a year or so and you have removed what is probably the greatest single point of consumer resistance. Many prospective buyers are waiting for a "revolutionary change" that will never come. Improvements in radio are inevitable but they will not render obsolete existing sets, within their lifetime. Do you possess a good set purchased a few years ago or do you know of one of your customers that does? Has it been discarded or do you not find they are enjoying and using it today, as they did when it was first purchased?

Have confidence in the future of radio and its stability as a merchantable article now and in the future.

You Can Figure Your Prospect List at \$25 per Name

AS WE come into another active radio season, it will pay the retailer to know definitely his local market for receiving outfits and for accessories. Telephone directories, city directories, club membership lists, automobile license records, and similar lists, will form the basis for his record of prospects. Then as sales are made, entry should be kept of all purchasers, for follow-up on improved accessories, loud-speakers, battery-eliminators, etc. Any record system worth keeping, should have the divisions of local prospects clearly classified, to permit the rapid handling of direct-mail material. Radio sales of at least \$5 per capita can be counted on this season. This means \$25 per family, or \$25 per name on your prospect list. Isn't the name and address of a customer who is going to buy \$25 worth of merchandise this year, worth recording and following up?

Keep Your Eye on the Farmer

THE farmer who has no automobile or no radio set today, is at a disadvantage in selling his produce. His car is invaluable in getting him around, and into town, without taking all day. But his radio set is even more useful, per dollar invested, because with it he or his family can sit down at home and "listen in" on the market reports and the crop and weather predictions, and then he can shape his whole selling plans in the full knowledge of what the market offers.

The farmer needs his radio. And once more,—be it remembered,—the farmer is prospering in the world's goods. This harvest will see him collecting handsomely. And when he buys a radio, he buys a first-class, not a piker set. Agents are already out in the field and at work selling him things, including radio. Will you let them beat you to this rich market inside your own county lines?

To Plug the Leaks—Know Your Costs

MORE important than elegant store atmosphere, attractive window displays and courteous sales-people is the merchant's cost system. This fact was made clear last spring when *Radio Retailing*, in an intensive survey, discovered that less than five per cent of the dealers kept a satisfactory check on their costs. Many of these record-less dealers based their prices and "price-cuts" on either guesswork or on competitors' prices. Invariably the competitors did likewise, with unhappy results for all. Unless every expense that nicks your roll—rent, light, sales force, deterioration, etc.—is properly accounted for, you won't know whether you're headed for profit or the poorhouse.

Manufacturers Are Widening Their Lines

AS THE new radio seasons gets under way, one observes a growing tendency on the part of manufacturers to widen the variety of the lines they have on the market. Indeed, there seems to be a definite swing toward the idea that each maker shall provide as complete a radio service as possible.

Companies that hitherto made only parts are this season expanding into the accessory market, accessory manufacturers are making a serious play for the set market, and set manufacturers have gone into the marketing of speakers, tubes, batteries and other necessary equipment. The effect of this trend, if it grows important enough to have results, will, in all probability, be to further stabilize the trade. It may also actually decrease the number of manufacturers for the reason that dealers will not find it necessary to buy from a large number of companies in order to complete a stock, but will be able to concentrate on fewer lines. At the present rate, it seems only a question of time when dealers will be selling both the receiver and its full equipment as a unit, all of the same manufacture.

Keep the Kill-Joy Out of Radio

THE electrical industry has been cursed for years with so-called "courtesy discounts." The tradition has been that all electrical men are brothers, so any old electrical man—or his friend—drops into the jobber and expects a "trade discount"—and usually gets it. This naturally robs the retail electrical dealer of a very large proportion of all the electrical merchandise that is bought by the great army of electrical men and their families and many friends. Courtesy discounts by-pass the retailer and he loses the patronage of the livest prospective customers he has.

Don't let this kind of a kill-joy creep into the radio business. The jobber's first obligation is to his trade, not to the friend who wants to get in under the tent. Every home must be a customer for the local dealer. He is entitled to some courtesy too.



What's New in Radio and

This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products on the market.

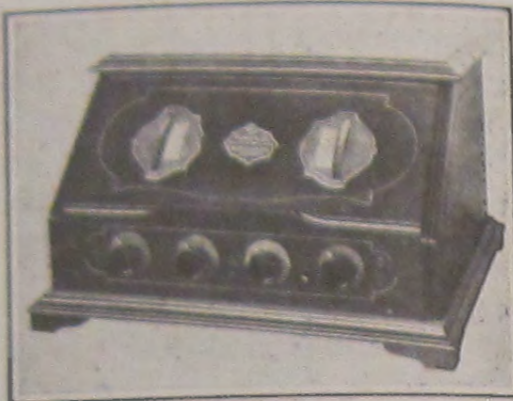


Five-Tube Receiver

Radio Retailing, September, 1925
A. H. Grebe & Company, Incorporated, 70 Van Wyck Boulevard, Richmond Hill, N. Y., has incorporated several new features in their 1924 "Synchronase." The main items comprise wave length extension circuits, which give a complete tuning range of 550 meters to 150 meters and a tone coloring circuit for altering the character of the received speech or music. By turning the dials through one revolution, a wave length range of from 150 to 240 meters is covered and then through the action of an automatic switch the same dial is made to function up to 550 meters on a second revolution. Flexible unit control is arranged to permit all three dials to be operated together or any one of them separately at will. An indirect lighting scheme illuminates the master dial from underneath the dial.

Five-Tube Receiver

Radio Retailing, September, 1925
The "Radiola 20" now offered by the Radio Corporation of America, Woolworth Building, New York, is a uni-control, tuned radio frequency receiver with variable generation. This receiver using dry-cells is said by the manufacturer to give volume considerably in excess of that obtained from storage-battery operated receivers in the same class. The intended retail price, less accessories, is \$102.50.



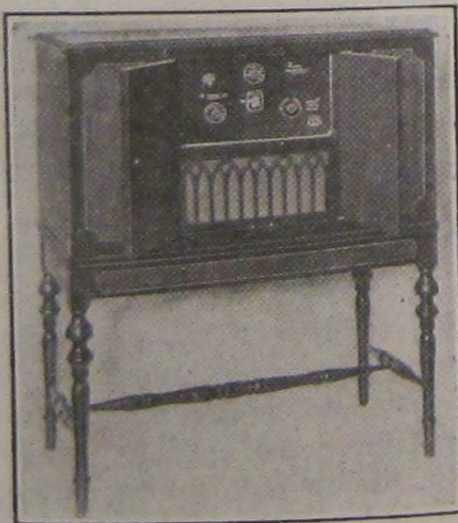
Console Cabinet

Radio Retailing, September, 1925
A console cabinet containing a Radiola super-heterodyne radio receiver, and Ampilan horn is being marketed by the Times Appliance Company, Incorporated, 23 West Sixtieth Street, New York City. The loop, which is concealed, is operated by a knob, and the cabinet is finished in an attractive mahogany lacquer. The reproducer is located on one side of the receiver, as shown in the illustration, and the front, which is lowered, can be used for a writing table. The intended retail price is \$390.



Eight-tube Receiver

Radio Retailing, September, 1925
An eight-tube receiver which operates on a loop is being manufactured by the Priesse Radio Corporation, 693 Broadway, New York City. The Priesse circuit is used incorporating 5 stages of radio frequency amplification, detector, and 2 stages of audio frequency amplification. Tuning is accomplished by means of two dials. Model PR-4, which is a portable receiver, has overall dimensions of 12 in. x 24 in. x 36 in., and an intended retail price of \$175. Model PR-6, console type, has overall dimensions of 17 in. x 39 in. x 38 in. and an intended retail price of \$285.



Five-tube Receiver

Radio Retailing, September, 1925
The Batteryless Radio Corporation, 1457 Broadway, New York City, is manufacturing a five-tube, tuned radio frequency set designed to operate on house lighting current. Three tuning dials are used and the overall dimensions of the set are 24 in. x 14 in. x 13 1/2 in. The intended retail price for use with direct current is \$120. For alternating current, \$200.



Six-tube Receiver

Radio Retailing, September, 1925
The Shamrock Manufacturing Company, Newark, N. J., has developed a complete line of both table and console models installed with a six-tube self-balanced radio frequency circuit. One or two dial controls can be used. Finely grained flat finished walnut, in a pleasing two-tone effect, is used for the housing of each model. Two of the models, the Grand Console and the Special Console, have built-in sound chambers with all batteries and wiring self-contained.

Where to Buy It

News of Latest Products Gathered by the Editors



It should be noted that all announcements appearing on these pages are published without advertising considerations of any kind whatsoever.

Power Reproducer

Radio Retailing, September, 1925
The Radio Corporation of America, Woolworth Building, New York, is introducing a reproducer operating direct from a 110-volt, 60 cycle circuit. When it is used with a Radiola 25 or a Radiola 28 it supplies the grid, plate, and filament voltages thus replacing all batteries. It may be also used after the first audio stage of any receiver. It is said that the volume can be varied from minimum to maximum without impairing the quality and also that the volume is equal to the original. The intended retail price, which includes all radiotrons and rectrons, is \$245.

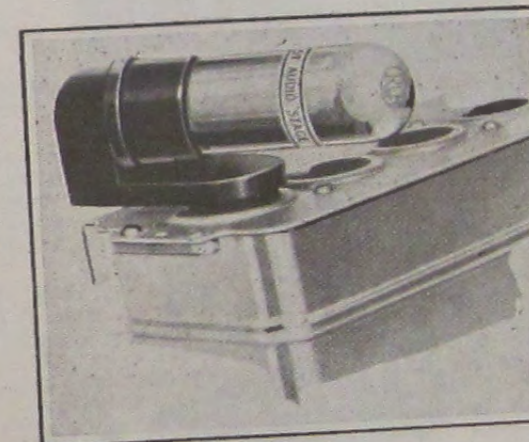


Six-Tube Receiver

Radio Retailing, September, 1925
Model L-3 "Ultradyn" a six-tube receiver, is being manufactured by the Phenix Radio Corporation, 114 East Twenty-fifth Street, New York City. The circuit used is of the radio frequency type, using three tubes as radio frequency amplifiers, one as a detector and two for audio frequency. Automatic filament controls are used. Straight-line wave length condensers are incorporated within the set together with a built-in reproducer. Storage battery tubes are used and the set is designed to operate on either outdoor or indoor antenna. There is also a compartment inside the cabinet where the B batteries may be placed. Only two tuning controls are used, which are in the form of pointers moving around the periphery of the circular grill in the center of the receiver. The cabinet is of 5-ply mahogany veneer, a rich brown color, and is finished off with a two-tone line cutting. The over-all dimensions are 24 x 14 in. x 14 in. Intended retail price is \$135.

Tube Adapter

Radio Retailing, September, 1925
An adapter is being made by the Radio Corporation of America, Woolworth Building, New York, which permits the use of the new UX-120 radiotron in the standard type of catacomb super-heterodyne. As is shown in the illustration the adapter is inserted in the socket after first having had the tube placed in it. This type of tube is intended to be used in the last audio stage of any set using UV-199 tubes with results said to be equal to the use of a storage battery tube under the same conditions. The intended retail price is \$1.50.



Cabinet

Radio Retailing, September, 1925
"Bordeaux," is the name of one of the new models of radio cabinets being manufactured by the Radio Master Corporation of America, Bay City, Mich. It is made from walnut and rosewood with sufficient space allowed to enclose any of the regular radio receiving sets on the market at the present time. Behind the two upper front doors is a compartment in which to place the radio set, also a built-in horn and unit. The bottom compartments are intended to be used for batteries and charger. The cabinet illustrated has an intended retail price of \$170.



B Eliminator Parts

Radio Retailing, September, 1925
The Dongan Electric Manufacturing Company, 2987 Franklin Street, Detroit, Mich., is manufacturing transformers and choke coils for those who wish to build their own B battery eliminators, one set of which is shown in the illustration. The choke coils are made in 30 and 50 henry sizes, and have intended retail prices of \$7 and \$7.50, respectively. The transformers are made in four different sizes, as follows: The T-1 delivers a secondary voltage of 175, is for use with one tube and has an intended retail price of \$6.50; the T-2 delivers a secondary voltage of 350, is for use with two tubes, and has an intended retail price of \$7; the T-3 delivers 250 volts at the secondary, is for use with one tube and has an intended retail price of \$7; the T-4 delivers 520 volts at the secondary, is for use with 2 tubes and has an intended retail price of \$7.50. The overall dimensions of each of these are 3 in. x 4 in. x 4 1/2 in. and instrument are equipped with feet so that they may be screwed down to the baseboard. All the above apparatus is designed for 110-volt, 60-cycle supply.



Reproducer

Radio Retailing, September, 1925
The Pathe Phonograph & Radio Corporation, 20 Grand Avenue, Brooklyn, N. Y., has introduced a new cone-type reproducer, as shown in the illustration, which is finished in gold and pompeian green. The cone is made of specially treated parchment, which is 1 1/2 in. in diameter. It is equipped with a volume adjustment and will stand up to 200 volts in the plate circuit. The height is 1 1/2 in., while the width is 1 1/2 in. The intended retail price is \$25.

What's New in Radio and Where to Buy It

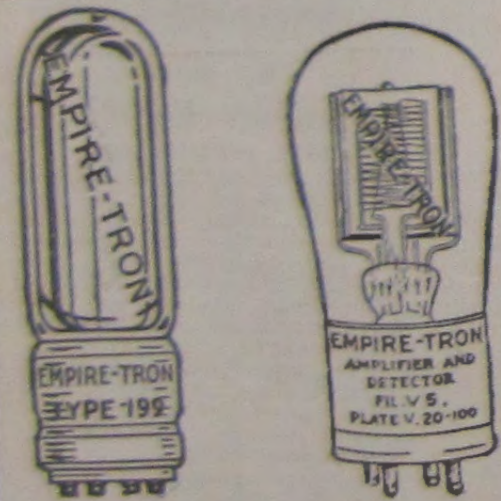


Storage Battery Meter

Radio Retailing, September, 1925
The "Columbo" is a new device for measuring the current flow of a storage battery and also indicating if the storage battery needs charging or not. This instrument is being made by the Cello-Ray Manufacturing Corporation, Room 1745, Flatiron Building, New York City. It is to be mounted on the panel of the radio set and permanently connected up to the receiver according to the diagram which comes with the instrument. When the set is being used it indicates how much current is flowing, and when the storage battery is charging it also indicates the charging rate. The added feature is a button in the center of the meter which upon depression, gives an indication as to whether the storage battery is low, half charged or full. It is a guaranteed instrument which should prove very valuable to set owners. The intended retail price is \$7.50.

Headset

Radio Retailing, September, 1925
The "New Tone" is a light, sensitive and low-priced headset manufactured by the Newton Pressed Steel and Manufacturing Company, 12 Hawthorn Street, Newton, Mass. The sensitive parts are entirely covered with non-conductive fibre and chrome steel is used for the magnets. Spring steel composes the headbands which are covered with soft black webbing. The shells are of highly polished heavy gauge aluminum, the caps are moulded hard rubber and the total weight of the headset is $5\frac{1}{2}$ oz. Intended retail price is \$2.



Tube

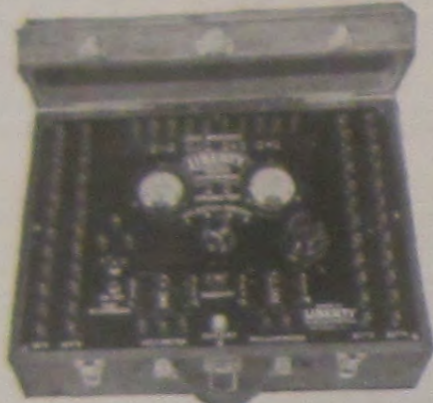
Radio Retailing, September, 1925
"Empire-Trons" are tubeless radio tubes, with bakelite bases, being made by the American-International Trading Company, 24-26 Stone Street, New York City. They are furnished in types 199 and 201-A. Type 199 tube may be had with a standard base, also. All tubes carry a 60-day guarantee from date of purchase. Intended retail price is \$3.

Radiation Preventor
Radio Retailing, September, 1925
The De Forest Radio Company, Central Avenue and Franklin Street, Jersey City, N. J., is now marketing a radiation preventor designed for use on either ready-made or home-made enclosed receivers. It consists of a small, dimensioned as an ordinary tube socket. It is said to sharpen the tuning of a set, as well as to increase its sensitivity about 10 per cent. No additional current or tubes are needed in order to operate this device which will enable the owner of a regenerative receiver to enjoy all the benefits of regeneration and at the same time know that his set is not oscillating to the discomfort of his neighbors. The intended retail price is \$3.00.



Testing Device

Radio Retailing, September, 1925
The "Comparometer" is manufactured by the Liberty Transformer Company, 123 North Sangamon Street, Chicago, Ill. This instrument will compare four different radio sets or four different producers. In addition it will rejuvenate tubes, test the efficiency of tubes, measure the current consumption of a set at the same time it is being compared for quality. Also determines whether a B battery eliminating device produces enough current to operate any particular set efficiently. In addition to testing and rejuvenating tubes of both types, this instrument is equipped with a meter in order that the user may see just what is happening to his tubes during the process.



Battery

Radio Retailing, September, 1925
The Liv-On Battery Company, 154 Nassau Street, New York City, is making a battery which to all appearances is the ordinary 1 1/2-volt dry cell; but is unique in that no voltage is obtainable until it is filled up with a solution which is sold with the battery. These batteries may be stored on the shelf without fear of deterioration and only a few moments are required in order to energize them. The solution is non-poisonous, odorless, and harmless. When this battery has become exhausted—due to the solution being absorbed, it may be recharged by filling it again with solution, and this process may be repeated over a dozen times according to the maker. Intended retail price of the battery is 35c., and for 1 bottle of solution 20c.



Transformer for B Battery Eliminator

Radio Retailing, September, 1925
The American Apparatus Company, Richmond, Ind., is offering the "Amacofomer" to those who are interested in building their own B battery eliminators. Two types are made, one known as \$194-a, designed for the retail market, with a bakelite panel and very rigid terminals. The other type, designed for manufacturers and known as \$194-b, is equipped with flexible leads. The former type has a retail price of \$4.

Filament Toggle Switch

Radio Retailing, September, 1925
H. H. Frost, Incorporated, 314 West Superior Street, Chicago, Ill., is manufacturing a new type of toggle switch for filament cut-off. It is made of moulded bakelite, in either red or black, and is fastened to the panel by drilling two small holes which are used for mounting screws. A desirable feature of the switch is that it shows positively whether the current is turned on or off.

Tone Chamber

Radio Retailing, September, 1925
The Exceltone Radio Sales Company, 344-6 East Thirty-second Street, New York, has a complete line of tone-chambers and tone chambers for built-in speakers in receiving sets and consoles. Type A, illustrated is a tone chamber for use in cabinet, speaker, console, concealed in wall, etc. The overall dimensions are 1 1/8 in. x 7 3/8 in. x 7 3/8 in. A complete pressed wood goose neck speaker is also made by this concern with an intended retail price of \$10.



News of Latest Products Gathered by the Editors

Battery Charger

Radio Retailing, September, 1925

A new 6-volt battery charger called the "Super A" is being manufactured by the France Manufacturing Company, 10321 Berea Road, Cleveland, Ohio. It is of the vibrating type, using special alloy electrodes which eliminate all the objections found in the ordinary type of this charger, according to the manufacturer. The overall dimensions are 7 in. x 6 1/2 in. x 9 in. The charging rate is from 5 to 7 amps. The charger has no provision made for charging radio B batteries as it is designed primarily for A batteries. The intended retail price is \$17.



Kit of Parts

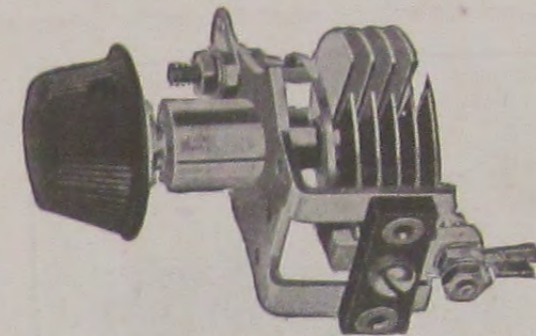
Radio Retailing, September, 1925

The Electrical Research Laboratories, 2500 Cottage Grove Avenue, Chicago, Ill., is marketing a tuned radio frequency kit, consisting of three "Eria balloon circoilds," which are a new type of doughnut coils, and three 15-plate condensers. This represents the basis of a 5-tube receiver. Pictorial instructions are furnished, and intended retail price is \$21.50.

Variable Condenser

Radio Retailing, September, 1925

The "Hammarlund, Jr." is a new mid-get condenser made by the Hammarlund Manufacturing Company, 424 West Thirty-third Street, New York City. In construction and appearance the condenser is similar to that of the standard models made by this concern. It is equipped with a standard 1/2-in. shaft which permits the use of a dial if desired, and the maximum capacity is 0.000032 mfd. The intended retail price is \$1.80, which includes a bakelite knob.



Fixed Condenser

Radio Retailing, September, 1925

The A. E. Hill Manufacturing Company, Atlanta, Ga., is making fixed condensers composed of brass and mica. They are very rugged in construction and the nature of the materials used is such as to prevent variation in capacity due to change in climatic conditions. The capacities range in size from .00005 to .008 Mfds.



Fixed Detector

Radio Retailing, September, 1925

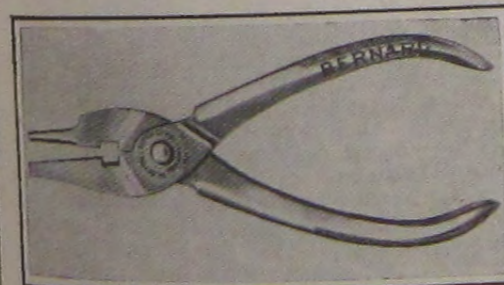
The "Pyrotek" fixed crystal detector is being manufactured by the Erisman Laboratories, 3785 Broadway, New York City. This detector, which requires no adjustment, is designed for use in either a crystal set or a reflex receiver. Clips are supplied with the detector which may be mounted on either a panel or base-board and the elements are solidly imbedded against pyrites. It also will fit a standard grid leak mounting. Intended retail price \$1.25.



Radio Pliers

Radio Retailing, September, 1925

The William Schollhorn Company, New Haven, Conn., is manufacturing a very handy and effective radio plier. Made of stamped steel they are very strong and sturdy, and are especially suitable for turning eyelets of various sizes in busbar wire. Between the jaws, just above the square recess as shown in the illustration, is a flat vise-like surface to be used in flattening out the eyelet after it has been turned, while below the recess is a sharp pair of busbar cutters.



Radio Cabinet Light

Radio Retailing, September, 1925

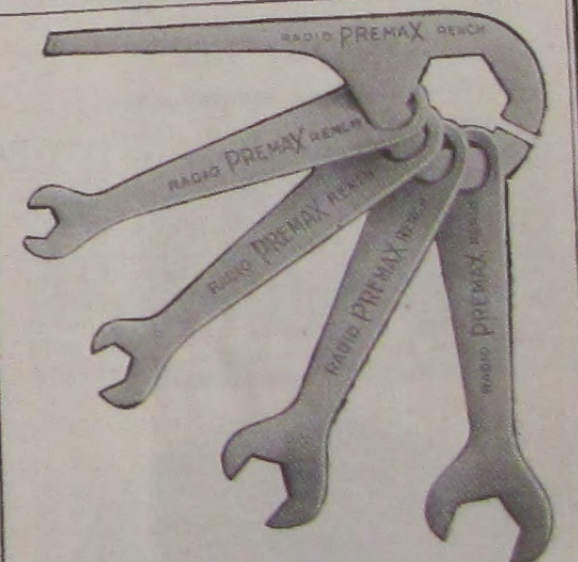
The O. C. White Company, 17 Hermon Street, Worcester, Mass., is making a light designed to be placed on top of a radio cabinet in order that good illumination of the dials and controls may be had. It is universally adjustable so as to secure any desirable lighting effect on the panel. Various styles of bases may be had besides the one shown. The current supply is from the house lighting circuit. Listed as Type 1-RP, it has an intended retail price of \$8.00.



Wrench Set

Radio Retailing, September, 1925

The Niagara Metal Stamping Corporation, Niagara Falls, N. Y., is manufacturing a wrench set for radio use consisting of five cold-rolled steel, case hardened, wrenches which fit every size nut from 1/4 in. to 3/4 in. The end of one wrench is made in the form of a long, narrow screwdriver with which to reach small set screws such as are found on dials, knobs, and head-set terminals ordinarily inaccessible to common screwdrivers. The intended retail price is 15c. a set.



What's New in Radio and Where to Buy It—

B Battery Eliminator

Radio Retailing, September, 1925
The "Master B" is a 110 volt, 60 cycle B battery eliminator being manufactured by the Charles Freshman Company, 240 West 43rd Street, New York City. It is claimed that the a.c. hum is entirely eliminated, and due to the absence of chemicals, the incoming signal is clear and undistorted. The manufacturer estimates that the average consumption of this device, per month, is approximately 10 watts. Intended retail price is \$20.



Demonstration Outfit

Radio Retailing, September, 1925
The Electrical Research Laboratories, Chicago, Ill., has introduced a specially designed carrying case for home demonstrations. It has ample space for wet A batteries, B batteries, loud speaker, tubes and a cable for the various connections being 15 in. x 16 in. x 7 1/2 in. When demonstrating a set in the home with this outfit, no wires can be seen, as the batteries remain in the carrying case. Thus the usual unsightly array of batteries and wire on the floor is eliminated so that the demonstration will have a better effect on the prospective buyer. It has an intended retail price of \$15.99 which includes the reproducer.



Headset

Radio Retailing, September, 1925
Hamburg Brothers, 440 Fourth Avenue, Pittsburgh, Pa., are now making

a headset known as Type B. The resistance is 2,000 ohms, and it is stated that they reproduce with a sweet, natural tone. They are covered by an unconditional guarantee and have an intended retail price of \$2.75 a pair.

Present and New Type RCA Tubes Analyzed in Chart Form

MODEL	USE	BASE	GRID CONDENSER p.f.d.	GRID LEAK (See Note 2)	RECTOR GRID RETURN LEAD	"A" BATTERY VOLTS (SUPPLY)	FLUOREN- TIAL VOLTS	"A" BATTERY CURRENT AMPERES	"B" BATTERY VOLTS RECTOR	"B" BATTERY CURRENT AMPERES	RESISTANCE BATTERY VOLTS	WET BATTERY CURRENT (See Note 3, 4, 5)	OUTPUT RESISTANCE OHMS (See Note 7)	MUTUAL CONDUCTANCE MICRO- MMS (See Note 7)	VOLTAGE AMPLIFICATION FACTOR (See Note 7)	MAXIMUM DIAMETER OVERALL	MAXIMUM HEIGHT OVERALL
RADIOTRON 6A-30	Detector Amplifier	UV-90 Base	.00025	2 to 9	+	4.5	3.0	.06	45	90	4.5	2.5	15,000	415	6.25	1 1/2"	3 1/4"
RADIOTRON 6A-30	Detector Amplifier	RCA Small Standard UV-90 Base	.00025	2 to 9	+	4.5	3.0	.06	45	90	4.5	3.5	15,000	415	6.25	1 1/2"	4 5/8"
RADIOTRON 6V-230	Detector Only	New Base	.00075	1/2 to 2	-	6	5	1.0	16 to 22 1/2	—	—	—	—	—	—	1 3/4"	4 5/8"
RADIOTRON 6A-200	Detector Only	RCA Large Standard UV-90 Base	.00075	1/2 to 2	-	6	5	1.0	16 to 22 1/2	—	—	—	—	—	—	1 3/4"	4 7/8"
RADIOTRON 6A-201-A	Detector Amplifier	New Base	.00075	2 to 9	+	6	5	.25	45	135	4.5	3	12,000	675	8	1 1/2"	4 5/8"
RADIOTRON 6A-201-A	Detector Amplifier	RCA Large Standard UV-90 Base	.00075	2 to 9	+	6	5	.25	45	135	9.0	4	11,000	725	8	1 1/2"	4 7/8"
RADIOTRON WD-11	Detector Amplifier	NO 11 Base	.00025	3 to 5	+	1.5	1.1	.25	22 1/2	90	4.5	2.8	14,000	400	5.6	1 5/8"	3 3/4"
RADIOTRON WD-12	Detector Amplifier	New Base	.00025	3 to 5	+	1.5	1.1	.25	22 1/2	90	4.5	2.8	14,000	400	5.6	1 7/8"	4 7/8"
RADIOTRON WX-12	Detector Amplifier	RCA Large Standard UV-90 Base	.00025	3 to 5	+	1.5	1.1	.25	22 1/2	90	4.5	2.8	14,000	400	5.6	1 7/8"	4 7/8"
RADIOTRON 6A-110	Detector Amplifier	RCA Large Standard UV-90 Base	.00075	3 to 5	+	6	5	0.5	22 1/2 135 (See Note 2)	135 10.5 45	10.5 5.8 7.5 2.5	7.9 5.8 8.00 8.93	4800 1670 1435 840	1670 1435 993 893	8.0 7.9 7.9 7.9	1 1/2"	4 1/8"
RADIOTRON 6A-120	Auto Amplifier Last Stage Only	RCA Small Standard UV-90 Base	—	—	—	4.5	3.0	.125	—	135	22.5	6.5	6,600	500	3.3	1 1/2"	4 7/8"
RADIOTRON 6A-210	Amplifier Oscillator	RCA Large Standard UV-90 Base	—	—	—	—	—	—	—	—	—	—	—	—	—	2 1/8"	5 5/8"
RADIOTRON 6A-674	Voltage Regulator Tube	RCA Large Standard UV-90 Base	—	—	—	—	—	—	—	—	—	—	—	—	—	2 1/8"	5 5/8"
RADIOTRON 6V-876	Ballast Tube	Standard Rugby Type Screw Base	—	—	—	—	—	—	—	—	—	—	—	—	—	2 1/8"	8"
RADIOTRON 6V-877 (See Note 4)	Protective Tube	Double Contact Bayonet Automobile Type	—	—	—	—	—	—	—	—	—	—	—	—	—	2 1/8"	2 1/2"
RECTRON 6X-213	Full Wave Rectifier	RCA Large Standard UV-90 Base	—	—	—	—	—	—	—	—	—	—	—	—	—	2 1/8"	5 5/8"
RECTRON 6X-215-B	Half Wave Rectifier	RCA Large Standard UV-90 Base	—	—	—	—	—	—	—	—	—	—	—	—	—	2 1/8"	5 5/8"

NOTE 1: At normal operating plate voltage (that at zero grid)
NOTE 2: Plate voltage for average use is 150 to 175 volts
NOTE 3: 6, 8, 5 indicates "Half Wave Square" as indicated on an A.C. meter
NOTE 4: Connection to case of base for third terminal which is the lead to end-point of filament
NOTE 5: The plate current values given are less than those obtained with zero grid, but are the currents actually obtained when the tube is operated at indicated values of plate voltage and grid base voltage.
NOTE 6: The symbol — indicates negatives
NOTE 7: When a volt supply is used, no rheostat is required

News of Latest Products Gathered by the Editors

Reproducer

Radio Retailing, September, 1925
"Ether-Way" is the name of the reproducer manufactured by the Bee-Zee Products Company, New Haven, Conn. It is a combination loud speaker, phonograph attachment or ear phones. The attachments used to accomplish this conversion, are shown in the illustration. Crystallized black is the standard finish of the reproducer, while the base is a casting of 8 1/4 in. diam. weighing 3-lb. The horn has a 12-in. bell and is 22 1/2 in. high. Intended retail price, complete with attachments, is \$16.50.



Reproducer

Radio Retailing, September, 1925
The Homer P. Snyder Manufacturing Company, Little Falls, N. Y., is manufacturing a horn type reproducer made from a new non-resonant metal. The manufacturer claims to have solved the question of cross current interferences in the amplification of sound waves in this reproducer. It is made in but one size, and the coloring is a special shade of neutral brown, which will harmonize perfectly with any color scheme or home setting. Standing 22 in. high, it is equipped with a 15-in. bell, and has an intended retail price of \$18.

Supplementary Specifications of Radio Receivers, Season 1925-26
(Received Too Late for Classification in August Listing)

Name and Address of Manufacturer	Trade Name and Model Number	List Price	Dimensions in Inches	Weight in Pounds	No. Tuning Dials	Dry or Storage Battery	C Battery	Stages R.F.	Stages A.F.	Will Set Operate Speaker	Operates On Antenna and Ground or Loop	
Aero-Master Corp., New York City	Aero-Master-70	60.00	21 1/2 x 11 1/2 x 10		3	SB		2	2	Yes	A & G	
	Aero-Master-75	75.00	22 1/2 x 11 1/2 x 18		3	SB		2	2	Yes	A & G	
	Aero-Master-130	130.00	42 x 17 x 39		3	SB		2	2	Yes	A & G	
	Aero-Master-150	150.00	24 x 15 1/2 x 52		3	SB		2	2	Yes	A & G	
Marv-O-Dyne Mfg. Corp., New York City	Marv-O-Dyne-T	90.00	32 x 16 x 10 1/2		3	Either	Yes	2	2	Yes	A & G	
	Marv-O-Dyne-D	125.00	28 x 13 x 12		2	Either	Yes	2	3	Yes	A & G	
	Marv-O-Dyne-DC	185.00	35 x 18 x 42		2	Either	Yes	2	3	Yes	A & G	
Batterless Radio Corp., New York City	No-Bat-Ry NB-5	140.00	24 x 14 x 13	46	3	**	No	2	2	Yes	Both	
	Bat-Ry-Les NB-6	200.00	24 x 14 x 13 1/2	46	3	**	No	2	2	Yes	Both	
Cleveland Automobile Accessories Co., Cleveland, O.	Supertone-5	100.00	28 x 10 x 11 1/2	30	3	SB	No	2	2	Yes	A & G	
Diamond T. Radio Mfg., South Bend, Ind.	Special-S10	49.50	7 x 24		3	SB		3	2	Yes	A & G	
	De Luxe-D15	80.00	7 x 24		3	SB		2	2	Yes	A & G	
	Console-C20	160.00	39 x 36 1/2 x 15 1/2		3	SB		2	2	Yes	A & G	
Electrical Products Mfg. Co., Providence, R. I.	Dymac Selecto-5	75.00	22 x 10 x 9 1/2	20	3	SB	No	2	2	Yes	A & G	
Electrical Research Labs., Chicago, Ill.	Erla Standard-5	69.50	14 1/2 x 22 1/2 x 10	23	3	SB	Yes	2	2	Yes	A & G	
	Erla De Luxe-5	77.50	14 1/2 x 22 1/2 x 10	23	3	SB	Yes	2	2	Yes	A & G	
	Erla Standard Console	113.50	16 x 21 1/2 x 38 1/2	57	3	SB	Yes	2	2	Yes	A & G	
	Erla De Luxe Console	142.50	16 x 21 1/2 x 38 1/2	57	3	SB	Yes	2	2	Yes	A & G	
Equitable Radio Corp., New York City	Claratone-124	39.00	19 x 10 x 10	23	3	SB	No	2	2	Yes	A & G	
Freshman & Co., Chas., New York City	Freshman 5-F-2	39.50	10 x 20 x 12		3	Either	No	2	2	Yes	A & G	
	Freshman 5-F-4	49.50	10 x 20 x 12		3	Either	No	2	2	Yes	A & G	
	Freshman 5-F-5	60.00	9 x 20 x 10 1/2		3	Either	No	2	2	Yes	A & G	
	Freshman Concert	75.00	18 1/2 x 21 1/2 x 11 1/2		3	Either	No	2	2	Yes	A & G	
	Freshman	75.00	10 x 32 x 13 1/2		3	Either	No	2	2	Yes	A & G	
	Freshman 5-F-6	82.50	40 x 32 x 15		3	Either	No	2	2	Yes	A & G	
	Freshman 5-F-7	89.50	42 x 34 x 18		3	Either	No	2	2	Yes	A & G	
	Freshman	115.00	39 x 53 1/2 x 15 1/2		3	Either	No	2	2	Yes	A & G	
Grimes, David, New York City	Inverse Duplex 4-D Reflex (4 tubes)	125.00	24 x 12 x 12	50	3	DB	Yes	2	3	Yes	Both	
Incandescent Supply Co., New York City	Newlands Cabinet-1	70.00	20 x 9 1/2 x 9	14	3	SB		2	2	Yes	A & G	
	Newlands De Luxe-1	125.00	28 x 15 x 17	32	3	SB		2	2	Yes	A & G	
	Newlands Console De Luxe	170.00	28 x 15 x 47	65	3	SB		2	2	Yes	A & G	
Kohler Radio Labs., Abilene, Kans.	Tranadyne	150.00	15 x 27 x 9	25	3	DB	Yes	2	2	Yes	A & G	
Klaxon Radio Mfg. Co., Grand Rapids, Mich.	Kent	42.50	18 1/2 x 10 x 13	9	2	Either	No	None	None	2	Yes	A & G
	Wolverine	54.50	26 1/2 x 10 x 13	14	2	Either	No	None	None	2	Yes	A & G
Priess Radio Corp., New York City	Priess Straight 8-PR-4	165.00	13 x 24 x 36	31	2	SB	Yes	5	5	2	Yes	Loop Loop
	Priess Straight 8-PR-6	275.00	17 x 39 x 38	50	2	SB	Yes	5	5	2	Yes	Loop Loop
Radio Master Corp. of America, Bay City, Mich.	5-T-50	85.00	9 1/2 x 9 1/2 x 27 1/2	25	3	Either	No	2	2	Yes	A & G	
	5-T-14	125.00	15 x 30 x 39	115	3	Either	No	2	2	Yes	A & G	
	5-T-15	150.00	15 1/2 x 36 1/2 x 40	125	3	Either	No	2	2	Yes	A & G	
Shamrock Mfg. Co., Newark, N. J.	Shamrock	95.00				Either		2	13	Yes	A & G	
	Shamrock Consolette	130.00				Either		2	13	Yes	A & G	
	Shamrock Console Graud	160.00				Either		2	13	Yes	A & G	
Tony Electric & Mfg. Co., Knoxville, Ill.	Ten-co-dyne Cabinet Table Ten-co-dyne	100.00 250.00			3	Either	Yes	2	2	2	Yes	A & G
					3	Either	No	2	2	2	Yes	A & G
Walton Mfg. Co., Chicago, Ill.	Isofarad	150.00	27 x 9 x 8		3	SB	No	2	2	2	Yes	A & G
	Isofarad	200.00	34 x 12 x 12		3	SB	No	2	2	2	Yes	A & G

* A.C. house current. ** D.C. house current. † Resistance coupled amplification.

What the Trade Is Talking About

Two Radio Shows in N. Y. C. This Month

This month New York City boasts of two radio exhibitions. One, the Fourth Annual National Radio Exposition, will be held in Grand Central Palace from September 12 to 19. The other, known as the Second Radio World's Fair, will be in the Two Hundred and Fifty-Eighth Field Artillery Armory, the Bronx, from September 14 to 18.

At both exhibitions there will be much of interest to radio dealers, jobbers and manufacturers, although the shows are primarily for the consumer.

Radio Retailing will have a booth at both New York radio shows. You will find members of our editorial, circulation, advertising and readers' service departments in attendance at Booth No. 89 in the exposition at Grand Central Palace, and at Booth No. 2 in section G at the fair in the Two Hundred and Fifty-Eighth Field Artillery Armory. We will be glad to welcome you and have you make your headquarters at our booths.

Secretary Hoover is going to call a national radio conference in Washington during October or November. One of the biggest things that can be brought up at such a meeting is the solution of the present middle of broadcasting stations. Having no power to refuse a license, Secretary Hoover has been faced with the necessity of using the 200-250 meter waveband and quite a few 500-watt licenses have been given out between those wavelengths. It means that present day receivers will have to be changed radically to receive lower wavelengths or that Mr. Hoover should be given authority to exercise judgment as to who shall broadcast and who shall not.

To combat the great inroads radio has made in the talking machine world, the Brunswick-Balke-Collender Company, in association with the General Electric Company, the Radio Corporation of America and the Westinghouse Electric Company, has developed a phonograph instrument called the "Panatrope" which is claimed to be "the greatest step forward in the history of the talking machine." The records are made electrically by means of the same system used in recording talking motion pictures and resemble the ordinary phonograph record, except that they will run much longer, about forty minutes if necessary. It is played with a needle, but the vibrations are changed into electrical current and then stepped up to the required volume by vacuum tubes as in radio, thus "combining the best features of both."

The National Farm Radio Council, 58 East Washington Street, Chicago, Ill., is making an intensive survey of the farm market as regards the sale of radio receivers. The results of the survey are being awaited with interest.

The Council was organized last November at the Chicago conference held by the Department of Agriculture and has been accomplishing very important work, not only in missionary work for radio among the vast number of farmers who are not yet sold, but also in sending out authentic farm programs from a number of broadcasting stations for the benefit of the farmers who already have sets.

The First Annual Indiana Radio Exposition will be held the week of September 21, at the Cadle Tabernacle, Indianapolis, under the auspices of the Broadcast Listeners' Association of Indianapolis. The headquarters of the exposition is at the Hotel Severin. The officers of the association are: H. A. Luckey, president; George L. Glosbrenner, first vice-president; R. C. Smith, second vice-president; Emory R. Baxter, treasurer, and Bailey Fesler, secretary. The executive committee includes the officers, and George S. Greene, Charles E. Bacon, George W. Pangborn and Andrew J. Allen.

The Utah Radio Trades Association has been organized at Salt Lake City, Utah, by radio manufacturers, manufacturers' agents, radio dealers, jobbers and broadcasters. H. S. Jennings was elected president; K. V. Laird was named vice president, and Clyde Hansen, secretary-treasurer.

Members of the board of governors selected are: Mr. Jennings, Mr. Laird, J. M. Perlewitz, manager of the Salt Lake City branch of the Western Electric company, C. B. Hawley, general manager of the Inter-Mountain Electric company, Robert Nevin, Heber Johnson, Victor P. Felt, C. C. Strofe and A. M. Magoon.



"All work and no play" is not one of Powel Crosley's beliefs. Every few months finds Mr. Crosley trekking for the "wide open spaces," or the nearest forest, with a gun over his shoulder, to indulge in his favorite sport—hunting. His home represents a young arsenal combined with a museum of natural history, for it contains many trophies of Mr. Crosley's frequent hunting trips. Standing almost six feet, four inches tall, Mr. Crosley's towering figure has rivalled many of the best trees in our Middle West forests.

Association Gives Dealer's Qualifications

Radio trade conditions in the Northwest are going to be greatly stabilized this season, according to the latest bulletin issued by the Northwest Radio Trade Association, Minneapolis, Minn.

Dealers, the bulletin declares, should have the following qualifications: "Good credit, long standing in community, willingness to exert sales effort, advertise, maintain price, give service instruction, guarantee goods, send out special salesmen or demonstrators, and be big enough to handle time payments."

In turn, the bulletin suggests that dealers give their business to jobbers and manufacturers "who will give them such support as: credit, immediate delivery in any quantity, advertising suggestions, help in closing a hard deal, quick adjustment or reshipment in case of defective goods, personal training in demonstrating and operating sets, tubes and batteries when there is a scarcity."

John V. L. Hogan, radio engineer of New York City, and owner of U. S. Patent No. 1,014,002, which concerns the single control of multiple tuned circuits in radio, announces two new licensees which have been permitted to use the device. They are: Gardiner and Hepburn, Inc., and the Hill-Holgate Manufacturing Company, Inc.

The Carloyd Radio and Electric Company, one of the original concerns licensed under the Hazeltine neutrodyne patent, has transferred ownership to L. E. Gehman, of Newark, N. J. Prior to this transfer the company had been operated under an agreement with the Stevenson Laboratories and the Malone-Lemon Company. A new model radio receiver will be manufactured by the company under the name of the Carloyd Neutrodyne. Mr. Gehman is president of this new company.

The Julian Sales Company, 810 Ulmer Building, Cleveland, O., is a manufacturer's agent calling on hardware, electrical and radio jobbers, and is anxious to add new radio and electrical lines to its present connections.

The Sterling Roll and Record Company, Cincinnati, Ohio, has taken over the distribution of the "Adler-Royal" line of radio receivers in that territory.

The Roycraft Company, radio distributor of Minneapolis, Minn., has moved into its new building at 229 South Fourth Street.

The A. H. Grebe Radio Company, Richmond Hill, N. Y., is building a large addition to its factory, which is expected to be completed by September 1. The radio sales policy of the Grebe Company, which has been in radio since 1909, has been outstandingly clean and it is to this policy that officials of the company attribute its sound growth. The new factory addition will triple the company's present production.

Commission Grants Increase in Radio Freight Rates

Despite the efforts of the radio industry to retain the present freight rates on radio sets, the Interstate Commerce Commission, at Washington, has granted the railroads their petition to increase the rates.

The new rates are as follows: Less than carload lots of radio sets and phono-radio combinations, one and one-half times first class; carload shipments must now be freighted second class with a reduction in the minimum from 30,000 pounds to a graded minimum of 20,000 pounds; the Commission declined to make any change in the rating of phono-radio combinations in carload lots.

Based on exhibits submitted by the Radio Corporation of America, the Radio Manufacturers' Association and the Music Industries Chamber of Commerce, the Commission estimates that the resulting increase in freight charges on radio sets would range from 2.5 cents to \$1.64 per set, with an average increase of 21.7 cents per set.

A steel band, called the "Radiofilm," has been devised by two Austrian inventors to preserve radio programs, according to the *New York Times*. By means of the film, any radio program picked up by the receiver can be permanently or temporarily preserved, as desired, and heard as often as the owner pleases. The film, by a process of demagnetization, can be made void of previous recordings and used many times. The same process, the inventors claim, will solve the problem of broadcasting motion pictures.

WNYC, the municipal broadcasting station of New York City, recently got itself into the courts when the Citizens' Union, a layman's organization, sought an injunction to restrain the station from being used to broadcast political propaganda. When the station was first opened, it was definitely stated by municipal officials that it would not be used for political purposes, yet the station had been flagrantly violating that promise. As nothing has been heard about the matter for several weeks, evidently a reformation has occurred.

An attendance of more than 1,000 radio men and women is expected at the second annual radio industries banquet to be held by the National Association of Broadcasters at the Hotel Commodore, New York City, at seven o'clock, Wednesday, September 16. The third annual convention of this association will occur at 10 o'clock the same morning at the Commodore. Officers will be elected and important business relating to broadcasting will be discussed.

The Advance Automobile Accessories Corporation, 1721 Prairie Avenue, Chicago, Ill., manufacturers of the "Neutrowound" receiving set, has just been granted a reciprocal license by the United States Navy Department, authorizing it to manufacture radio receiving sets under the so-called "German" Patents, which are owned by the United States Government.



Unworried by the controversy over the validity of neutrodyne patents, Professor Louis A. Hazeltine, inventor of the principle, is happily pursuing his duties as professor of electrical engineering at Stevens Institute of Technology, Hoboken, N. J. He is shown here telling a class of embryo engineers why the neutrodyne is the best little circuit ever invented.

The Korach Radio Company, 309 South La Salle Street, Chicago, has opened new company offices at 20 East Jackson Boulevard, Chicago.

The Mayolian Radio Corporation, 1991 Broadway, New York City, manufacturer of the "Mayolian B Supply," operating from both alternating and direct current, announces the appointment of the Twentieth Century Radio Corporation, 102 Flatbush Avenue, Brooklyn, as its Eastern representatives.

Resas, Inc., makers of Tone-a-Dyne radio receivers, have moved their factory from 112 Chambers Street, New York City, to larger quarters at 556 West 52nd Street, New York, where the executive officers will also be located.

Irwin Kurtz, president of the Radio and Talking Machine Men, Inc., New York City, has received the Republican nomination as district judge in New York City. A committee of Mr. Kurtz's friends has been formed to further his campaign for election.

The Kellogg Switchboard and Supply Company, Chicago, Ill., has taken over the F. S. McCullough Company of Wilkesburg, Pa., and will manufacture the new McCullough tubes.

The Marshall-Gerken Company, Toledo, Ohio, has discontinued the manufacture of binding posts, including the "Read-Em" line, as it has been found the H. H. Eby Company, Philadelphia, Pa., has been granted a patent covering that particular type of binding post. The two companies have entered into an agreement whereby the Eby Company will supply all binding post orders previously given to the Marshall-Gerken Company.

The Charles Freshman Company, Inc., New York City, has opened a new factory at Washington Boulevard and Talman Avenue, Chicago, Ill. This makes the third factory devoted to the production of the Freshman line of radio receivers.

Radio Expositions Ahead

September 3-9: Vancouver Radio Show, Hotel Vancouver, Vancouver, Canada.

September 5-12: Third Annual National Radio Exposition, Ambassador Auditorium, Los Angeles, Cal.

September 9-20: International Radio and Wireless Exhibition, Geneva, Switzerland.

September 12-19: Fourth Annual National Radio Exposition, Grand Central Palace, New York City.

September 14-19: Second Annual Radio World's Fair, 258th Field Artillery Armory, Bronx, New York City.

September 14-19: Winnipeg Radio Show, Royal Alexandria Hotel, Winnipeg, Canada.

September 21-26: First Annual Indiana Radio Exposition, Cadle Tabernacle, Indianapolis, Ind.

September 23-27: International Radio Exposition, Steel Pier, Atlantic City, N. J.

September 28-October 3: National Radio Exposition, American Exposition Palace, Chicago, Ill.

September 28-October 4: Washington Radio Show, Washington Auditorium, Wash., D. C.

October 3-10: Philadelphia Radio Exposition, The Arena, Philadelphia, Pa.

October 5-10: Northwest Radio Exposition, St. Paul Auditorium, St. Paul, Minn.

October 10-16: National Radio Show City Auditorium, Denver, Col.

October 12-17: St. Louis Radio Exposition, Coliseum, St. Louis, Mo.

October 12-17: Boston Radio Show, Mechanics' Hall, Boston, Mass.

October 12-17: Second Annual Montreal Radio Show, Windsor Hotel, Montreal, Canada.

October 17-24: Brooklyn Radio Show, Twenty-third Regiment Armory, Brooklyn, N. Y.

October 19-24: Buffalo Radio Show, Buffalo, N. Y.

October 19-25: Second Annual Cincinnati Radio Exposition, Music Hall, Cincinnati, O.

October 27-November 7: Second Wireless Exhibition, City Exhibition Hall, Manchester, England.

November 2-7: Second Annual Toronto Radio Show, King Edward Hotel, Toronto, Canada.

November 3-8: Detroit Radio Show, Arena Gardens, Detroit, Mich.

November 7-15: Cleveland Radio Show, Public Auditorium, Cleveland, O.

November 11-15: Third Wisconsin Radio Exposition, Milwaukee Auditorium, Milwaukee, Wisc.

November 17-22: Fourth Annual Chicago Radio Show, Coliseum, Chicago, Ill.

McGraw-Hill and United Publishers Corporation to Cover Foreign Markets

Establishment of the Business Publishers' International Corporation to meet more adequately the demand for specialized business publications in the fields of overseas trade and industry was announced last month by the McGraw-Hill Company and the United Publishers Corporation. They jointly will control the new organization. Three publications already in existence form the nucleus of the new company, which will maintain editorial and business representatives in the important commercial centers abroad. The papers are *Ingenieria Internacional* (International Engineering), a McGraw-Hill industrial and engineering monthly circulating in Spain and Latin America; *El Automovil Americano* and *The American Automobile* (Overseas Edition) in Australia, New Zealand, South Africa, India, Great Britain, Norway, Denmark, Holland, Belgium; in the Orient and other territories.

The Walbert Manufacturing Company, Chicago, Ill., has appointed P. W. Mack, with headquarters at 1270 Broadway, New York City, as its eastern representative.

The Burndept Wireless Corporation of America has been formed, with offices at 52 Warren Street, New York City, by the Burndept Wireless, Ltd., of London, for the purpose of importing the "Ethovor" loudspeakers for the American market.



Frank Reichmann, president of the Reichmann Company, Chicago, has one particular hobby—quail shooting in Georgia. He is shown here with Chase S. Osborn (left), former Governor of Michigan, giving the quail a brief respite from pursuit during the lunch hour. Evidently they have no illusions about their ability as marksmen as they made sure of lunch by bringing it from home. Apples and hard-boiled eggs aren't as tasty as broiled quail, but they're easier to catch.

Dr. William P. DeWitt, president and treasurer of the DeWitt-La France Company, Cambridge, Mass., has become vice-president of the Martin, Hartley and DeWitt Sales Company, Boston, Mass., sales agents for the DeWitt-LaFrance radio products.

The Adler Manufacturing Company, New York and Louisville, announces that the Redfield Advertising Agency, New York City, has been retained as its advertising representatives. The Redfield agency will work in co-operation with Ralph H. Meade, advertising and sales promotion manager of the Adler-Royal Line of radio receivers, phonograph and phono-radio combinations.

Only three new Class B stations, operating on 500 watts or more, were licensed by the Department of Commerce during July, according to the latest U. S. Radio Service Bulletin. They are: KFWM, Oakland Educational Society, Oakland, Cal., 500 watts, 206.8 meters. KOIL, Monarch Manufacturing Company, Council Bluffs, Ia., 500 watts, 278 meters. KPSN, Pasadena Star-News, Pasadena, Cal., 1000 watts, 315.6 meters. Thirteen smaller stations, from 5 to 250 watts, have also been licensed. During the same period, 21 stations were deleted.

The American Telephone and Telegraph Company's broadcasting station, WEAf, New York City, has been given a license by the Department of Commerce authorizing it to use a power of 5,000 watts.

The Simplex Radio Company, Philadelphia, Pa., has moved its factory from 1013 Ridge Avenue, to Rector Street, West of Main Street, Manayunk, Philadelphia.

The Sager Electrical Supply Company, Boston, Mass., operating four retail stores in eastern Massachusetts, opened two more branches September first, one in Springfield and the other in Worcester.

The Thermodyne Radio Corporation, New York City, has engaged H. R. Maxson as advertising manager. Mr. Maxson was formerly in charge of the direct advertising of Lit Brothers, Philadelphia, and previous to that, was with the *Review of Reviews* and *Harper's Magazine*.

The Adler Manufacturing Company, New York and Louisville, announces the appointment of the following Adler-Royal distributors: Artophone Corporation, St. Louis and Kansas City; W. E. Fuetterer Battery and Supply Company, St. Louis; Julius Andrae and Sons, Milwaukee; Silas E. Pearsall Company, New York City.

The Sleeper Radio Corporation, Long Island City, N. Y., has appointed the British-American Manufacturing Company, Ltd., 445 King Street, W., Toronto, Canadian distributor for the Sleeper receivers. W. N. DeFoe will have charge of merchandising the line in the Dominion. The Sleeper Corporation also announces that N. David Thompson has been made sales representative in Missouri, Arkansas and Southern Illinois, with headquarters at 310 Central National Bank Building, St. Louis.

The Radio Corporation of America, New York City, has reduced the list price of all WD and UV type Radiotrons from \$3 to \$2.50, which was effective August 1, this announcement superseding a previous statement that no change in tube prices was contemplated. It is understood the Radio Corporation made satisfactory rebates to jobbers and dealers to cover the change.

A. H. Grebe and Company, Inc., Richmond Hill, L. I., N. Y., announces the removal of its sales and executive offices to 109 West Fifty-seventh Street, New York City.

"Bait" Advertising Misleads the Public

(Continued from page 302)

If he responds to an advertisement and then finds that a purchase of the set in which he is interested will mean an additional outlay of \$50 or \$100 over the price quoted in the advertisement.

If a price quoted is for a set stripped, the advertising should say so. If the price includes accessories, the accessories should be listed, including the names of the manufacturers of the more important items, such as tubes, batteries and speaker. There is such a difference in the quality of accessories that prospective purchasers have a right to know what makes of equipment are included.

Speaking broadly, almost any type of advertising is bait advertising that leads a man or woman to a radio store under the belief that merchandise is available under conditions which do not exist. They may be induced to buy something else, at a higher price or of inferior quality, but the fact remains that advertising has not served its legitimate purpose, which is that of gaining the interest of the public through honest, straightforward representations. Radio advertising built on any basis found to be deceptive, never again will have quite the same appeal for the man or woman who has responded to it and been disappointed.

"What I Would Do, If I Were a Dealer"

(Continued from page 279)

6. Concentrate your selling on as few lines as are needed to cover your demands and emphasize your selections to your customers as being the best, in your opinion, in their respective classes. Three lines of sets, three lines of parts and three lines of accessories will cover all requirements of quality, price and style.

7. Ninety-five per cent of your prospective "complete set buyers" are "mystified" by radio. Use your knowledge in attractive selling talk, convincing your customer that you are capable of making proper installation, giving proper operating instructions and rendering such service as may be needed. Don't just brag about how much radio knowledge you possess.

8. Do you capitalize special pro-

"Remember Me"

A Timely Reminder for Every Man Who Sells Radio

I AM the one that counts. I am the first consideration and the last. Without me you are nothing. Remember me and success is yours. Forget me and failure will be written after your name. I am the one that counts. I am your customer.

Remember me always. I am not interested in you. I am interested only in myself. You, however, should be greatly interested in me. I care little or nothing about your viewpoint, for yours is that of the seller. You should care a great deal about my viewpoint, for it is that of the buyer. I have the last word. I hold the pocketbook.

Remember, there are thousands of others besides you after the contents of this pocketbook, and there isn't enough herein, and never will be enough, to go 'round.

Remember this: no matter what you have to sell, all the pocketbooks of all your customers are just like mine.

The only way to find out how to create within me a desire to buy what you have to sell, be it something sold at a price running into four figures or more, or something which sells for a bus fare or less, is to come to me and find out why I will buy and then act accordingly, if you are to profit.

When you have come to me, and tens or hundreds like me, you will have secured the buyer's viewpoint; and, when your salesman put this viewpoint back of their selling and when you put this viewpoint back of your advertising, you'll force me to open my pocketbook.

Remember me, for I am your customer. The last word is mine. The pocketbook is mine. I am the one that counts.

—From "Co-operation," published by Speaker-Hines Printing Co., Detroit.

grams? Have you ever tried placing an attractive card in your window reading something like this?—

"You are invited to come in and hear President Coolidge speak from Washington at 8:45 next Thursday night."

Your invitation will be accepted by twice as many people as you can crowd in your store—watch the sales next day!

9. What about the "gift" and "prize" business near you? Golf-club tournament prizes, charity drive prizes, bridge-club prizes, high school club prizes, wedding presents, anniversary presents, etc. Radio can be made "the thing" with them and someone can get that business in your neighborhood.

10. The automobile dealer sells his car completely equipped with spotlight, stop light, wind-shield wiper, spare tire and cover, etc. Do you offer the "set only," with tubes and batteries, or do you offer the complete unit with headsets, loud speaker, aerial and ground equipment, plugs, extension cords, chargers, etc., and explain the necessity of convenience of each item and the advantage of skillful selection and tested performance?

The Second Annual Brooklyn Radio Exposition will be held October 17-24 at the Twenty-third Regiment Armory, Bedford and Atlantic Avenues, Brooklyn, N. Y., Joseph O'Malley, Albee Building, 7 De Kalb Avenue, Brooklyn, is in charge of the show.

An Unusual Direct Mail Circular

Winch's Radio Shop, 4301 South Western Ave., Los Angeles, Cal., under the leadership of J. C. Winch, is using an unusual form of direct-mail solicitation that brings in not only set business, but parts and accessories too.

A letter is sent to the mailing list, both owners and non-owners, inclosing a bill-head saying that Winch's will be glad to quote the cost of any radio product or service, if the customer will check off on the bill-head the kind and make of article or service desired.

Then follows a list of items:

1. Set (Make desired?)
2. Installation
3. Tubes (Type?)
4. A Batteries (Dry cell or storage?)
5. B Batteries (Voltage?)
6. C Battery
7. Charger
8. Loud speaker
9. Phonograph attachment
10. Headphones
11. Aerial
12. Aerial installation
13. Repairs

The customer then checks off the particular item he wants and the bill-head is returned to the customer, with the cost itemized. In case the customer does not then put in an order, the matter is followed up with personal calls.

Radio Stock Quotations

Stock	1924		1925		Current Market Aug 24.
	High	Low	High	Low	
American Bosch Mag.	38 1/2	22 1/2	54 1/2	26 1/2	33
Apco Manufacturing Co., A	26 1/2	22	25
Brunswick-Balke Col. Co.	50 1/2	48 1/2	49 1/2	24	28 1/2
De Forest Radio	28 1/2	21	34	18 1/2	23 1/2
Dubilier Condenser	33 1/2	32 1/2	35 1/2	11	17 1/2
Duplex Condenser	12 1/2	11	17	2 1/2	8 1/2
Freed-Eisemann	33 1/2	27	33 1/2	7	11 1/2
Freshman Co., Chas.	23 1/2	21 1/2	28	9 1/2	16
Garod Radio	17 1/2	2	7 1/2
General Electric, Comm.	322	193 1/2	337 1/2	227 1/2	333
Grimes Co.	26 1/2	9	24
Hazeltine Corp.	48 1/2	13	51 1/2	14 1/2	18 1/2
Inter Ocean Radio	16 1/2	6 1/2	14	1	2 1/2
Jones, Jos. W. Co.	.95	.15	9	1	3 1/2
Liberty Radio	8	5 1/2	9	6 1/2	8 1/2
Manhattan Electric Supply	49 1/2	33 1/2	59	42 1/2	51
Music Master	21 1/2	8 1/2	17 1/2
Pathe Co., A.	49 1/2	38 1/2	92	42 1/2	77
Radio Corp. Comm.	66 1/2	19	77 1/2	48 1/2	53 1/2
Rova Radio	18	9 1/2	14 1/2	3 1/2	4
Sleeper Radio	17	15	19 1/2	4 1/2	6 1/2
Stewart-Warner	100 1/2	48 1/2	77 1/2	55	70 1/2
Thermodyne Co.	19 1/2	12	22 1/2	6 1/2	12 1/2
Thompson Radio	21	7	25	6	11
Tower Manufacturing Co.	28 1/2	18 1/2	24 1/2	5	8
Victor Talking Machine Co.	116 1/2	65	78
Ware Radio	39 1/2	13 1/2	40 1/2	8	14 1/2
Weston, A.	26 1/2	19 1/2	25 1/2

How Manufacturers Promote Dealer Sales

New "Dealer Helps" Offered to the Radio Retailer by the Manufacturer to Increase the Merchant's Radio Profits

Animated Window Sign

The Stewart-Warner Speedometer Corporation, 1826 Diversey Parkway, Chicago, Ill., has added to its dealer help material an animated window sign as shown in the illustration. The scene depicts a happy family of four gathered around its Stewart-Warner radio receiver for the evening's entertainment.

The scene is painted on glass, held in a frame done in Roman gold with scroll work offset in burnished gold. Behind this is a 75-watt, 110-volt lamp which furnishes light for the body of the picture. Above this lamp, mounted on a frame, is another 75-watt lamp around which is a colored cylinder, revolving by the action of the rising heat waves from the lamp, which strike the propeller blades of the cylinder. The cylinder



This sign measures 18 in. x 29 in., with the apparatus being enclosed in a metal case about 10 in. deep finished in an olive green. It can be left to run all night without any danger of overheating or fire. Authorized Stewart-Warner dealers who would like one of these displays may obtain it upon request and the sign may be kept as long as the dealer has a contract with the Stewart-Warner Company. A flat rental charge of \$15 is made which, the company explains, does not cover the manufacturing cost.

has stripes painted on it, as has the lamp, and it is this combination which gives the effect of motion. The illusion, which is very cleverly carried out is that of the music issuing forth from the reproducer. Another painted glass sheet is placed in front of the rotating cylinder, and is tinted to give the proper lighting effects and also to focus the motion effect from the reproducer.

Phonograph Attachment Display



The Teagle Company, 1125 Oregon Avenue, Cleveland, O., manufacturer of the "Dulce-Tone" radio talking machine speaker, has prepared the above 10 1/2 in. x 13 in. display card. A sample unit is to be placed at the bottom where space is provided, illustrating the position of the unit as it is under actual operating conditions. The phonograph turn table is in green with the lettering and background a combination of purple and orange. The card is provided with an easel back and also a small card-board rest to place the unit on.

The R. E. Thompson Manufacturing Company, Jersey City, N. J., has issued a well gotten up book called "The '26 Campaign Sales Folder," in which the complete Thompson line of neutrodyne receivers and speakers is presented. Heavy sepia paper gives the book an attractive appearance. The "10-Point Franchise Agreement" policy under which Thompson receivers will be marketed this Fall is also given. A catalogue of dealer helps, direct-mail letters, counter and window displays and newspaper cuts, mats and advertisements is included.

"Erla" Has New Display



Two cardboard displays, in effective coloring, are available to dealers handling the products of the Electrical Research Laboratories, Chicago. The cards are to be used as a series, one depicting Pop and Sonny building an Erla set and the other showing the family listening to the completed receiver. The cards are furnished with easel backs. The background is in blue, with orange lettering, the word "ERLA" being in striking yellow.

Powel Crosley, Jr., president of the Crosley Radio Corporation, Cincinnati, O., is offering money prizes, to the value of \$1,000, for reports of the greatest distance from which broadcasting is heard on the new Crosley "Pup" radio set. In addition to this, those who write the best letters each month about the set, will be given live, pedigreed puppies.

The Radio Corporation of America, 233 Broadway, New York City (national service division), solicits questions on servicing Radiolas. When sufficient requests have been received to treat a certain problem, it will be fully covered in the service column of the *Town Crier*. (The R. C. A. sales bulletin). This should prove to be a very valuable aid to dealers, and is an opportunity which should not be overlooked, for there are many problems of common interest appearing from day to day.

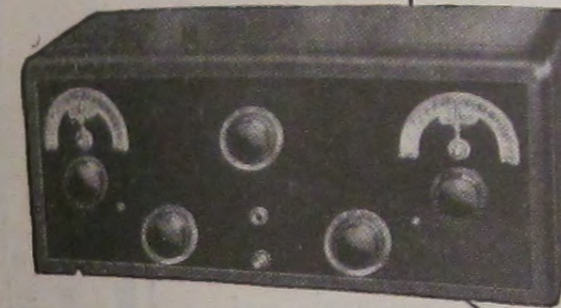
The Thermodyne Radio Corporation, 1819 Broadway, New York City, has issued, for its dealers' use, a very attractive folder, featuring the 1925-26 receivers.

New Crosley Radio Developments for 1926

In this offering of new models for 1926, the world's largest builder of radio sets has created an entirely new standard of radio values. Here is finer performance and greater beauty, sharper selectivity and easier control—all combined with the dependability and simplicity that has made Crosley a byword throughout the radio world.



New Crosley 2 Tube 51 S.D.
A popular Crosley long distance set, newly designed, with double circuit, new Crosley vernier condenser, rotary type tickler and sloping panel. Cabinet holds all dry batteries. Price, without accessories, **\$23.50**



The Super-Trirdyn Regular in beautifully finished mahogany cabinet gives same performance as the Super-Trirdyn Special. Efficient, compact, dependable. Price, without accessories, **\$50.00**

THE CROSLEY "Pup" A genuine Armstrong Regenerative Receiver

Double Circuit

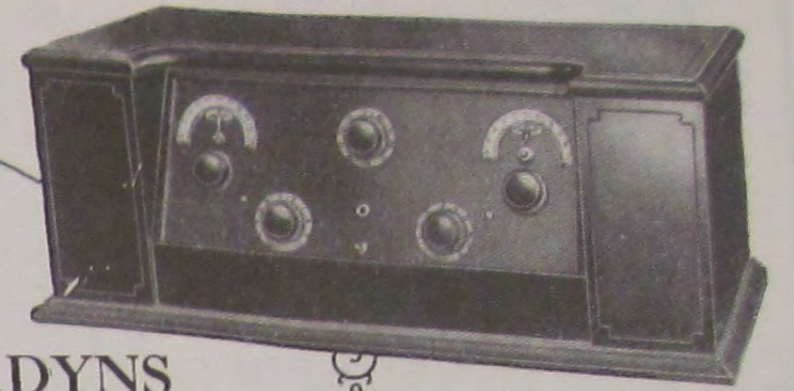


Long Distance

This double-circuit receiver is a real, selective long distance set. It is a development of the famous Crosley 1 tube set, with which Leonard Weeks of Minot, N. D., heard the MacMillan Polar Expedition while the rest of America listened in vain. Under average conditions its headphone range is 1,500 miles or more. Price, without accessories **\$9.75**

\$9.75

Crosley manufactures receiving sets which are licensed under Armstrong U. S. patent No. 1,113,149 and are priced from \$9.75 to \$60.00 without accessories.



The New SUPER-TRIRDYNS 3 Tubes do the Work of 5

During the past three years Crosley engineers have developed a wonder circuit, the Super-Trirdyn. This combines and utilizes for the first time, successfully, tuned radio frequency amplification, regeneration and reflex audio amplification—making three tubes do the work of five.

Competitive tests show no present-day set, regardless of price, capable of better performance. Above: Super-Trirdyn Special on exquisite Table, together with Musicone De Luxe, complete, \$112.50 and presents a livingroom combination unequalled in design or appearance at any price. Table alone, \$25.

The Super Trirdyn Special has a two tone solid mahogany cabinet designed to contain all necessary dry batteries. Price, without accessories, **\$60.00**

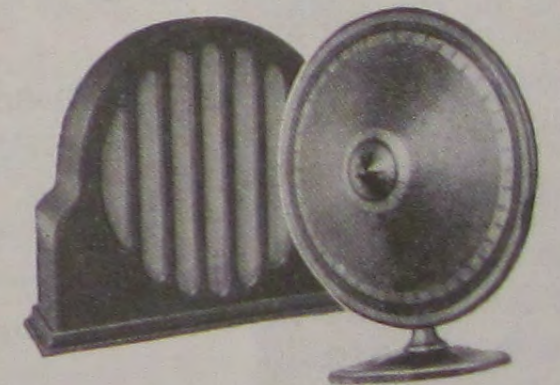
\$60.00



New Crosley 3 Tube 52 S. D.
Another popular Crosley model improved with new Vernier condenser and worm type tickler. Cabinet contains necessary batteries. Price, without accessories, **\$32.50**

\$32.50

THE "MUSICONES" Rapidly replacing all other types of loud speakers



It is expected that no less than 500,000 present-day "loud speakers" will be replaced by the Musicone in this, its first year. No adjustments or additional batteries. The patented actuating unit is the secret of its faithful reproduction of all tones—not the mere cone. Musicone De Luxe, \$27.50, Standard Musicone

\$17.50

CROSLEY
Better - Costs Less
RADIO

THE CROSLEY RADIO CORPORATION, Cincinnati

Add 10% to all prices west of Rocky Mountains. Crosley owns and operates W.L.W. first remote control super-power broadcasting station.



King Cole Radio



Q A distinctly new set by an old established manufacturer.

Q A franchise selling plan for the progressive dealer in each community.

HERE is the set and the selling plan for the 1925-1926 Radio Season.

The King Cole Radio is not only a new departure in receivers but will set a new standard of satisfaction and dependability in Radio.

Look over the features of the King Cole Receiver—and if you think we have been too enthusiastic, get one now, test it in any way under your conditions and your requirements. You be the judge.

Before you decide on the products you will sell this season, investigate the Anylite Electric Company, The King Cole Receiver and our sales franchise. Our plan calls for just one live dealer in each community. You be the one.

To sum up:

A Manufacturer of stability, experience and integrity—a product of merit and real value—a square-deal selling plan to protect you and the customer.

Let us hear from you!

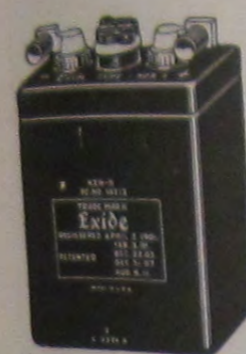
Anylite Electric Company
FORT WAYNE, INDIANA
Since 1914

Features:

- Two dials—easy to operate.
- Quality of reproduction but NOT at a sacrifice of range.
- Great reserve power—ample volume for loud speaker reception no matter how far distant the station—without forcing tubes.
- Excellence of appearance.
- Economy of operation—four tubes.
- Covers all broadcasting wavelengths including new low waves recently allotted.
- Designed to work with storage battery, dry battery or the new AC tubes.
- Unqualifiedly guaranteed in every particular.
- List price—\$80.00.

Parts Dealers:

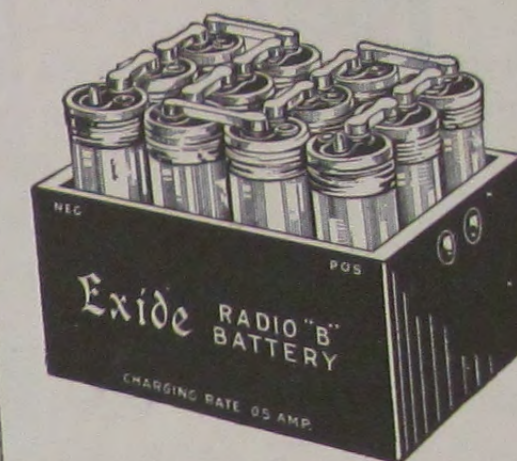
Investigate the King Cole Line of Quality Parts—A. F. transformers, reactance amplifiers, antenna wire, square and round bus bar, magnet wire in fractional pound packages.



Compact Exide 2-volt "A" battery for low-voltage tubes. Made also in 4-volt size.



The new rugged, good-looking Exide 6-volt "A" battery with one-piece case.



Exide 24-volt "B" battery in glass jars. 6000 milliampere hour capacity. Made also in 48-volt size.



Exide rectifier for economical recharging of "B" battery from house current.

Here is one way to reduce servicing hazards

THE customer buys a receiving set from you. It is rigged and connected in his home. If the set doesn't work as it should, the customer puts it up to you. More profit-eating service.

Here is one way to reduce servicing hazards. When the customer selects his batteries, recommend storage batteries. Show him Exide Batteries. He will recognize the name, and respect your good judgment. Then if the customer doesn't get the proper reception from his set, you can be reasonably sure that it is not the fault of the batteries.

For every radio set there are effective, reasonably-priced, good-looking Exide Batteries. The makers of Exide Batteries have been making and developing storage batteries for thirty-seven years. Today they are the world's largest manufacturers of storage batteries for every purpose. For many years Exide Batteries have been widely and forcefully advertised. Few of your customers will not know them.

For the merchant who seeks to reduce servicing hazards, who looks to the future of his business, there is prestige and profit aplenty in the Exide line.

Exide

RADIO BATTERIES

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia
In Canada, Exide Batteries of Canada, Limited, 153 Dufferin Street, Toronto



Selectivity means more with the Valleytone

—more sales for the dealer,
because more satisfaction for the user.

The Valleytone 5-Tube Radio Receiver is extremely selective. It has no trouble separating stations on wave lengths only four or five meters apart, whether distant or local stations. The Valley Toroidal Coils make this selectivity possible.

In addition, the Valleytone has a balanced tone. The *potential balance* method of suppressing oscillation makes the tone of this set clear, mellow and free from the howls and squeaks which have been the plague of radio.

Appearance

The Valleytone is mounted in a solid walnut cabinet, finished in two tones with inlaid gold stripes. It may also be procured in beautiful console models. Special Valley tables with built in loud speaker may be obtained for the cabinet model.

Radio receiving sets are bought for these two qualities. These qualities are the measure of success, of results. And results are what buyers want.

Sell results. Sell satisfaction. Sell the kind of radio performance that Mr. and Mrs. John J. Public want. Sell the Valleytone.

Consult your jobber or write us for the full story of the Valleytone 5-Tube Radio Receiving Set. We are telling that story to millions this year in magazine and newspaper advertising, and we are looking for good dealers to profit with us on this better radio receiver.

VALLEY ELECTRIC COMPANY, Radio Division, ST. LOUIS, U. S. A.
Branches in Principal Cities

Valleytone
Radio Receivers

Valley
B-Eliminators

Valley
Battery Charger

Valley Electric

Every Tube Set Owner Is a Prospect for These

The Valley Battery Charger
The Valley B-Eliminator

The Valley B-Eliminator takes the place of B batteries and provides plate current from the house-lighting circuit at a constant voltage all the time.

The Valley Battery Charger also works off the house-lighting circuit and is the only charger needed for recharging both A and B storage batteries.

The Valley B-Eliminator is new. Nevertheless, it has met with such a hearty reception from the trade that we had to enlarge our manufacturing facilities for this product.

The Valley Charger is a well-known and established radio product. We have always been able to sell all we could make.

Every owner of a tube set is a prospect for these two units. Every new buyer of a tube set becomes a prospect. With our advertising in magazines and newspapers, we are telling millions about these products.

It's up to you to make the sales—and the profits. Your jobber can supply you. Or write us for further information.

VALLEY ELECTRIC COMPANY, Radio Division, ST. LOUIS, U. S. A.
Branches in Principal Cities

Valley
Battery Chargers

Valleytone
Radio Receivers

Valley
B-Eliminators



Valley B-Eliminator

Ten Selling Points for Each Unit

The Valley B-Eliminator

- Noiseless.
- Takes the place of all B batteries.
- Provides B current at a constant voltage all the time.
- Made for receiving sets of from one to eight tubes.
- Uses negligible amount of current.
- Maintains volume, and keeps reception uniformly good.
- Has separate rheostat controls for detector circuit and amplifier circuit.
- Enclosed in black crystallized case with grained and engraved bakelite panel.
- Costs less at the start than wet B batteries. Costs less in the long run than dry B batteries. Much more satisfactory than both.

The Valley Battery Charger

- No bulbs.
- No liquids.
- Quiet in operation.
- Cannot harm your battery.
- Efficient. Takes about a dime's worth of current for charge.
- Correct 6 ampere charging rate for 24-hour recharging.
- Has ammeter which shows if battery is receiving charge and if charging rate is correct.
- Special switch for charging B batteries. Voltages in series: 24, 48, 72 and 96.
- Has only two wearing parts. They generally last about two years.
- Handsome in appearance. Harmonizes with finest receiving set.



Valley Battery Charger

Valley Electric

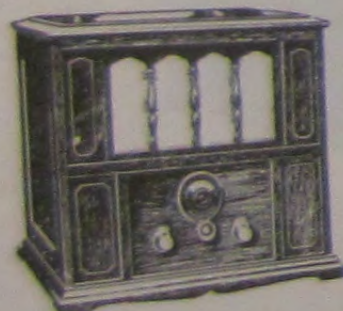
The New

Simple, Sensitive, Selective

The Magnavox Single Dial



MAGNAVOX 75
Five tube tuned radio frequency set. Built-in Magnavox Loud Speaker; encloses all batteries. Artistic mahogany cabinet, hand rubbed finish. Price, without tubes or batteries, \$200



MAGNAVOX 25
Table model, Magnavox Built-in Loud Speaker, enclosing B batteries, exposed dial panel. Price, without tubes or batteries, \$145

Last year Magnavox introduced the single dial control to the Radio world.

This year the Magnavox single dial is perfected.

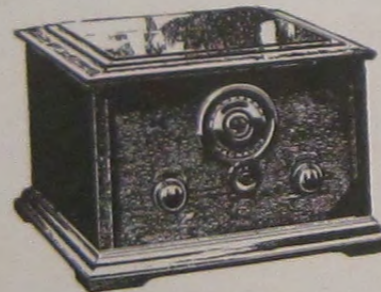
Simple, of course,—a flick of the fingers makes you master of the air—

Sensitive—Factory tuned with the Magnavox tuning meter, 1000 times more sensitive than the human ear. No multiple dial control can equal it for fine tuning—no human fingers can adjust a series of dials to the exact unison of the Magnavox circuits which are forever in perfect resonance.

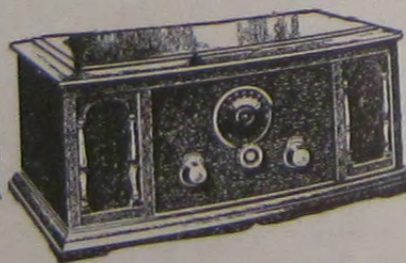
Selective—If you know the wave length of a station, turn your Magnavox dial to that length—and there it is. The New Magnavox tunes through the big, powerful stations when right under them—the New Magnavox circuit and the Torodial R. F. transformers do the trick.

Small Selling Cost—And for demonstrations—the Magnavox single dial tuning will enable your prospects to do their own demonstrating and each one of your salesmen to make three and four times as many house demonstrations as ever he did before—and so treble and quadruple his sales.

The New Magnavox is a set you can sell with utmost confidence, knowing that any amateur, a child, a woman, can operate it with complete satisfaction.



MAGNAVOX JUNIOR
Same circuit as Magnavox 75, but not removable from cabinet. A compact, portable set. Price \$85

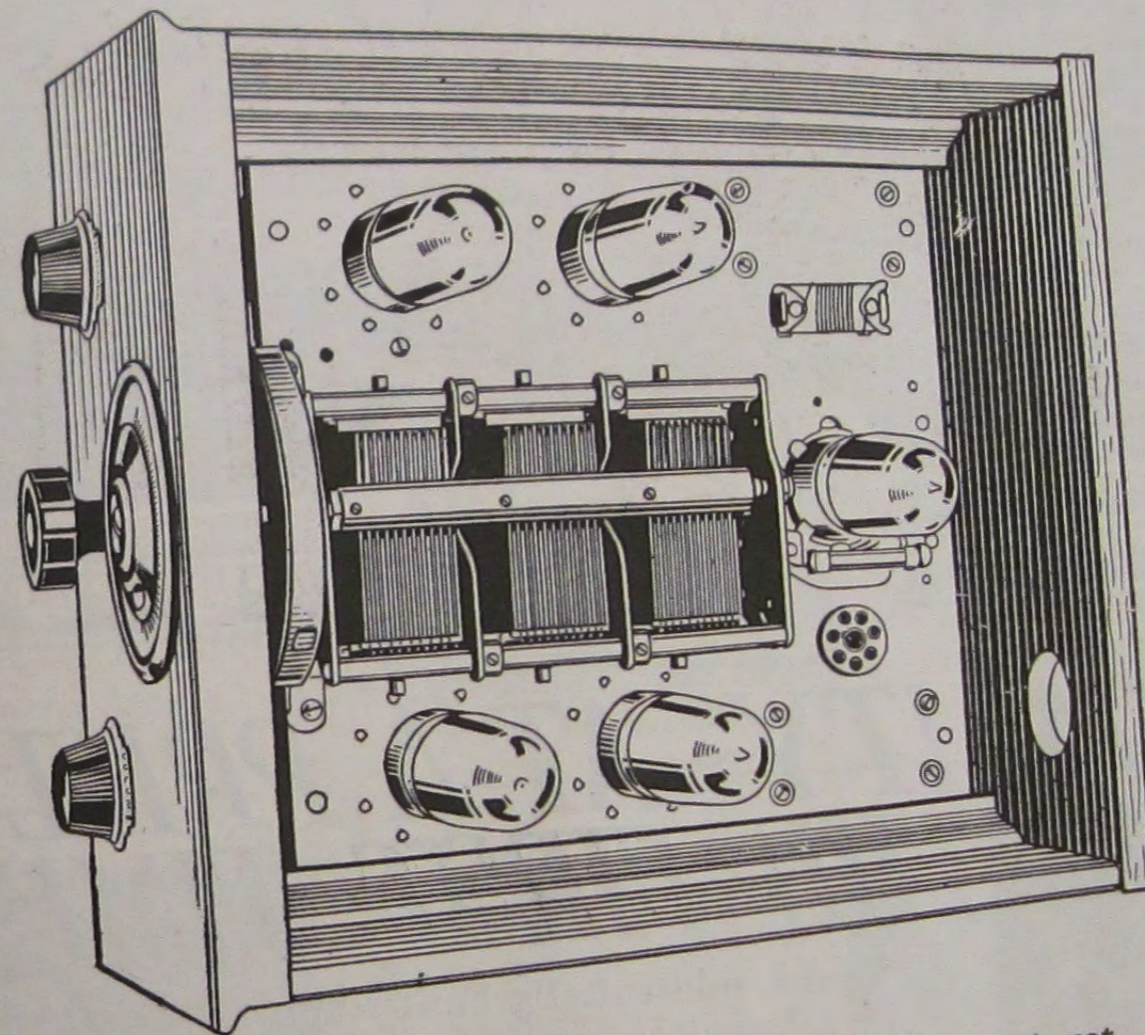


MAGNAVOX 10
Table model, allowing enclosure of B batteries, operating with external loud speaker. Artistic cabinet finish. Price, without tubes, batteries or loud speaker, \$110

MAGNAVOX

The most advanced feature in Radio

The Magnavox Receiver Units



MAGNAVOX M-20
Cabinet Loud Speaker
Especially adapted for use with Magnavox Model 10 Radio Receiving Set. Price of the M-20 Cabinet Model including cord and plug is \$25



NEW MAGNAVOX
Anti-Noise Tube
The Magnavox Anti-Noise Tube with bakelite base fits every standard base and is used either as a detector tube or an amplifying tube. Price \$2.50



MAGNAVOX M-3
Loud Speaker
Magnavox Loud Speakers combine all factors essential to perfect reproduction. The M-3 has a 15 inch bell. Price \$25

Here is the greatest advance in Radio development yet achieved—All Magnavox Receiver Units on all Magnavox models except the Junior are interchangeable. Figure out what that means to you in making service easy. Service! Why, service with Magnavox is instant, complete, everything it should be. A new Unit slipped into place—the old Unit fixed up at leisure.

Then think of this—

No Magnavox set can ever become obsolete—If, through constant research we can better the Magnavox circuit next year, a change in Units only is all your customers will need to bring their Magnavox right up to date.

This advertisement has listed but two of the many outstanding features of the New Magnavox—the set which will make radio history this year.

Backed by powerful, consistent, large space advertising and a unique dealer policy, those fortunate enough to secure a Magnavox franchise will undoubtedly make the coming season the most profitable in their history.

Write, or better still, wire at once for particulars.

THE MAGNAVOX COMPANY

1315 So. Michigan Ave., Chicago Oakland, Calif. 130 West 42nd St., New York



\$55⁰⁰

QUALITY~AT A PRICE FOR THE FIRST TIME

A fine, carefully designed, substantially built set that will satisfy the desire of the average American family for a better product than it thought it could afford.

The circuit is the increasingly popular 5-tube tuned radio frequency. The cabinet, with its effective two-toned panel and large-size dials, is calculated to express to the eye the quality that is within the set.

The Arborphone is made by an old-established company that is in the radio business to stay.

There is a double assurance for the dealer who sells the Arborphone: First, that his customer is getting a considerably better value; and second, that the manufacturer has the stability that is assured by adequate financial and plant resources.

Detailed information about the Arborphone and our dealer proposition will be sent upon request.

The Machine Specialty Company
Ann Arbor, Mich.

BURT BUILT CABINETS Something Different in Radio Cabinets

Install any make radio set in one of these beautiful cabinets, which are not distinctively radio cabinets, but odd pieces of library furniture which will blend and harmonize with any finish or period furniture.

ALL cabinets finished in lacquer, and have a built-in wooden horn, especially designed and tested for the best tone qualities. We do not supply the unit, but the horns are so designed to fit any unit. Ample room for A and B batteries and charger.

Our equipment and forty-six years' experience in building high-grade furniture enables us to place before the public a line of cabinets of real merit and distinction,—made of the best material and by skilled mechanics at a very moderate price.



No. 188—Antique Walnut finish. Will take set up to 27 1/4 x 9 1/2 in.

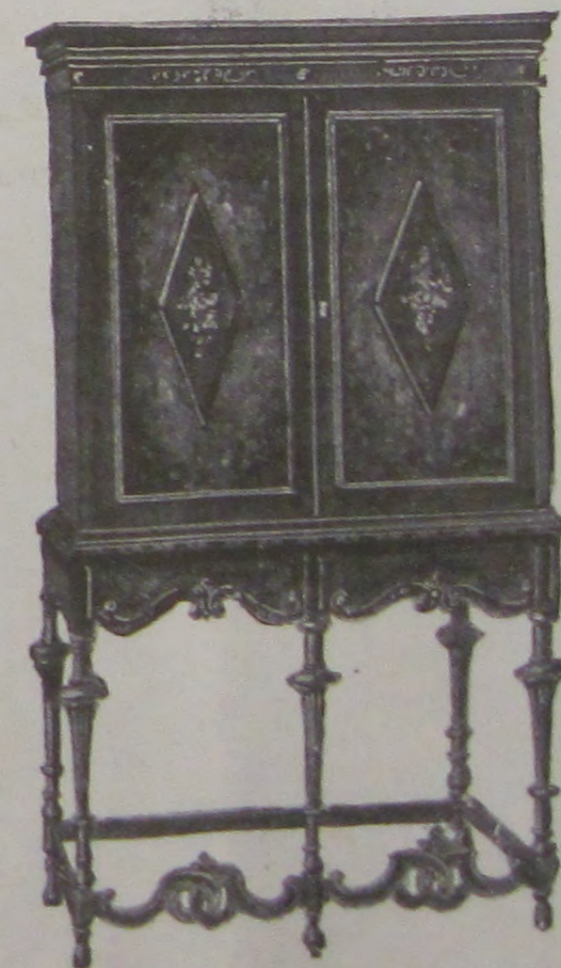
Descriptive matter and prices of our entire line sent on request.

A few desirable territories open for salesmen and jobbers.

BURT BROS., INC., 2000 S. 9th St., Philadelphia
NORTH AMERICAN RADIO CORPORATION, 1845 Broadway, New York City
Our New York Distributor



No. 202—Antique Walnut with hand Decorations. Will take set up to 27x9 in.



No. 204—Antique Walnut with Curly Maple doors, high lighted. Will take set up to 29x9 1/2 in.

Armies, navies and ships



THE CONCERT GRAND. List price \$180. The famous Thompson 5-tube Neutrodyne with reserve power for distant stations. Uses either dry or storage battery tubes. Two-tone mahogany cabinet, with dry battery compartment.



THE PARLOR GRAND. List price \$145. The standard set of the Thompson line. A 5-tube Neutrodyne in an artistic sloping two-tone mahogany cabinet. Uses dry or storage battery tubes. Great distance, clarity and volume of tone.



THE GRANDETTE. List price \$125. A 5-tube Thompson Neutrodyne, the same as the Parlor Grand, but in a vertical mahogany cabinet.



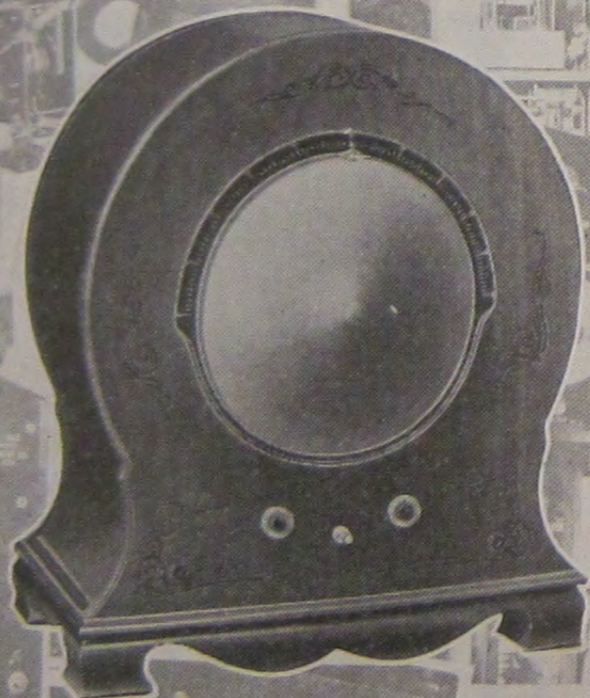
THE THOMPSON-FULLER SPEAKER. List price \$35. A special speaker reproducing both the deep tones as well as the high, enclosed in a beautiful mahogany cabinet of a type which will grace any living-room. Unlimited capacity for tonal volume without distortion.



THE THOMPSON SPEAKER

List price \$28. The standard by which all other speakers are still judged. Employs a special cone-shaped diaphragm with large composite horn. Six other special features.

THE MINUET. Apartment House Special. List price \$150. A new conception of the Thompson designers as to the form a self-contained dry battery set should take. Circular in shape, of beautiful mahogany, the front in itself comprising the cone of the new cone-type speaker, built in. Single Master Control for tuning all circuits with a fixed station-indicating dial three times the ordinary size. A 5-tube radio unit using self-contained dry batteries, but producing results in distance, clarity and tonal volume heretofore attained only with the larger storage battery sets.



THOMPSON

sailing the seven seas use Thompson-built radio apparatus

WHEN one designs and manufactures radio apparatus to be used by sailors on the seas, soldiers on the field of battle and operators in submarines and aeroplanes—where life and safety depend on faithful performance of radio—the idea of dependable quality is never subordinated to price.

Perhaps this influence on the laboratory and engineering staffs of the R. E. Thompson Manufacturing Company, which has produced some 116 different types of apparatus, is the main reason why Thompson Home Receivers perform with unflinching dependability.

Today there are in use millions of radio receivers sponsored by manufacturers or assemblers who are as new to this difficult industry as broadcasting itself. Many of these sets will be unsponsored when inexperience has taken

its toll. Between theory and practice there is a gap that no manufacturer can cross save over the bridge of experience.

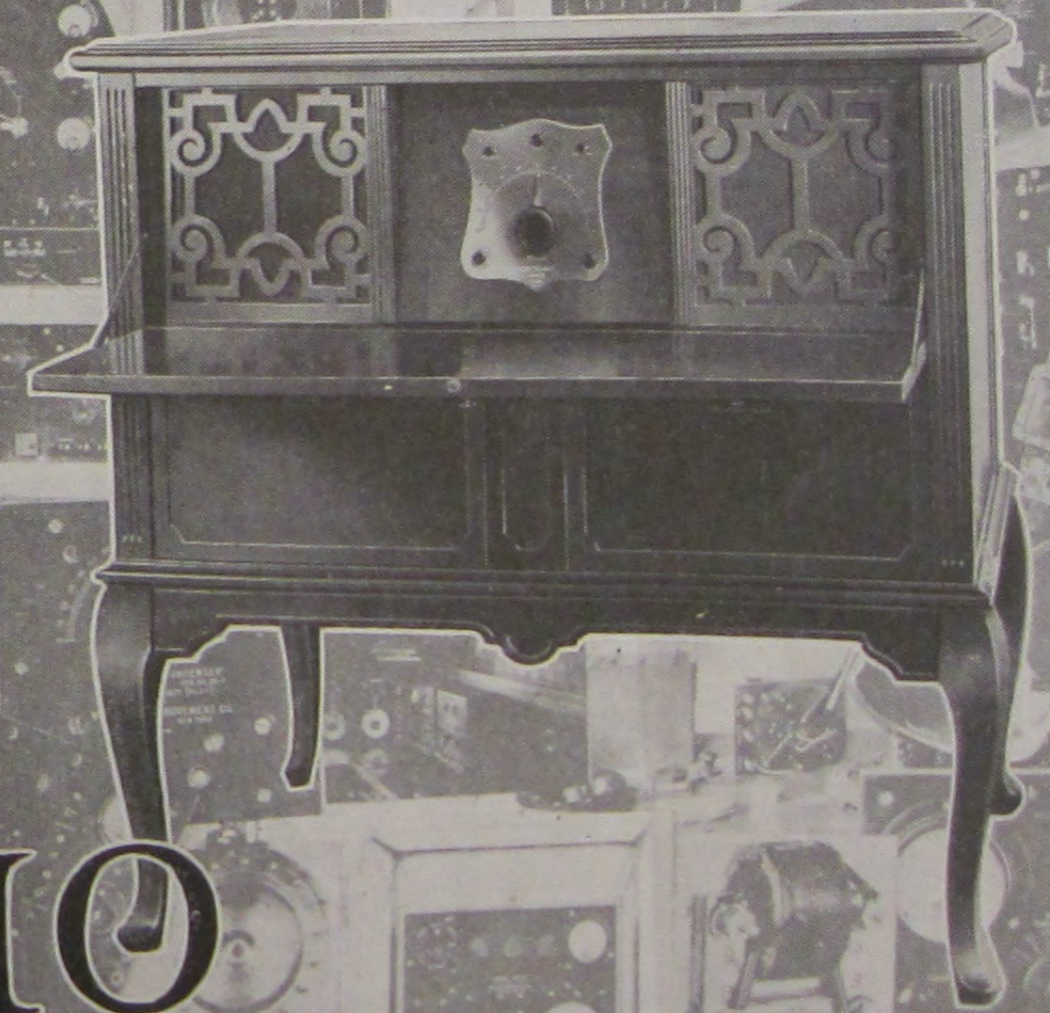
It is significant that three of the five Thompson models offered this fall are exactly the same ones that were so popular last winter—and they bear the same prices. Their superiority is so great that they enter their second year undisturbed. These three receivers, with the two ultra-modern ones just added to the line, give the Thompson dealer the commanding position in his locality.

Be a Thompson dealer. Enjoy absolute confidence in the sets you sell. Know what stability in radio really is. Write us for complete information. R. E. Thompson Manufacturing Co., 30 Church Street, New York City.

Prices slightly higher west of the Rocky Mountains and in Canada.

SUPER - THOMPSON DUO-TONE CONSOLE.

List price \$360. A 5-tube special Neutrodyne with single master control, large Queen Anne console cabinet, with space for all batteries or battery eliminator. Includes the newly developed Thompson Duo-Tone sound-reproducing system, comprising both specially designed bass and treble tone speakers, built in and operating together as desired, creating both sound perspective and a range of tonal reproduction never heretofore attained.



RADIO



The Great New Marwol Factory Backs up the unchanging Demand for this outstanding radio success

A complete Line from \$36⁵⁰ to \$130.

Offers greater sales possibilities
than ever

The demand for a quality set at popular price, put Marwol into the first rank of best sellers last season.

Quality performance, price maintenance, prompt delivery, no overstock policy, kept it in the front rank.

Now, for 1926, Marwol will be a bigger success than ever, because the Marwol line is now complete in every detail.

There is a Marwol set at every price to meet every radio need and demand, and a manufacturing force behind it to insure its delivery.

The Marwol at \$36.50 has the same efficient circuit as the set at \$130. No matter what your trade demands in and of radio, the Marwol line enables you to make the sale.

No such radio values have ever been known or ever been offered. No radio retailer is doing justice to himself or his profit sheet, who does not investigate Marwol and consider it in his Fall business building plans.

The complete Marwol line and the powerful Marwol advertising policy behind it, is pictured and described in the Marwol sales book. Write for it.



Baby Grand
\$36⁵⁰

Marwol Jewel
\$39⁹⁹

Marwol-A-1 \$55

See Our Displays
at the Shows

Sept. 12-19—Grand Central Palace.

Oct. 10-16—Denver, Colo.

Oct. 17-23—23rd Regiment Armory,
Brooklyn.

Table Console
\$75⁰⁰

Console
Grand \$130

Marwol Six \$100

Marwol Portable	\$115.00
Console Table	40.00
Phonograph Panel	45.00
Home Builder	35.50
Loud Speaker	20.00

MARWOL RADIO CORPORATION
546-548 Broadway, NEW YORK

Represented
by

K. S. Byrd, Philadelphia; The Barsook Co., Chicago; J. F. Moyn,
Kansas City; Dungan-Sternfeld, Chicago; C. L. S. Holmes,
Minneapolis; I. D. Tuttle, Dallas; Jack Hirsch Co., Denver; R. T.

Carr, Epokane; Chas. Saenger, Cleveland; Marshank Sales Co.,
Los Angeles; C. E. Gay, Portland, Ore.



Compare the actual shipments!

In August, 1924 we shipped a record-breaking number of sets—

This August we actually shipped more than *four times as many!*

Our dealers tell us that the reasons for their buying enthusiasm are:

"THE NEW VALUES"—

(A new six-tube licensed Neutrodyne at \$110; a new five-tube Latour Receiver at \$75.00; and two other quick-selling new models at higher prices.)

"BIGGER PROFIT MARGIN"—
(Greater discounts than ever before.)

"REAL DEALER PROTECTION"—
(An iron-bound contract direct with the manufacturer through the distributor.)

It is important that you should get the details of the Freed-Eisemann proposition!

Write to the Freed-Eisemann exclusive territorial jobber, or write to us and one of our executives will reply personally.

Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.

FREED-EISEMANN

MASTERY IN RADIO

RADIO RETAILING, A McGraw-Hill Publication

336

A Selling Policy Made By Radio Dealers Themselves

It Guarantees Profit-Protection-Permanence



Only One Stewart-Warner Dealer In Each Locality

YOU get ALL the profit, because there are no other dealers handling Stewart-Warner Radio in your locality. No possibility of a drug store around the corner selling the same line, or some other store across the street "stepping in" on a share of your profits. You are absolutely protected.

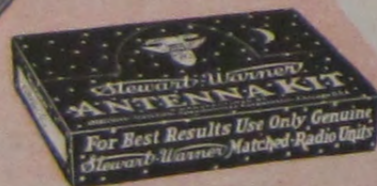
You will receive full benefit from the extensive national advertising program soon to appear. It will make a "beaten path" to your door—help build your success. Are you going to pass up this opportunity to get in on the ground floor?



Model 305



Model 300



Antenna Kit

All Sets Licensed Under U.S. Navy Patents



Model 320



Model 310



Model 315



Model 410 Console Table including Built-in Speaker and Battery Compartment, with out Radio.

Stewart-Warner Matched-Unit Radio

INSTRUMENTS TUBES REPRODUCERS ACCESSORIES

COPYRIGHT 1925 BY S.W.S. COR'N.

A Model to fill Every Desire
A Price to fit Every Purse

RADIO dealers are responsible for our new plan of selling radio. Our plan was actually made by the dealers themselves, according to their own statements of what they required to achieve success—to obtain their full share of protection and profits—to build a permanent, prosperous radio business.

Stewart-Warner Matched-Unit Radio is a wonderful line—complete in every detail—that carries plenty of prestige for the dealer. Stewart-Warner Merchandise is always like this.

But, what is equally as important, we have a "dealer-made" plan to merchandise our radio—a plan that could not be made to suit your needs better, had you made it yourself.

"Gyp dealers" are barred. There will be no "bargains" in Stewart-Warner Radio.

"Counterfeit" dealers simply do not exist. No individuals can buy Stewart-Warner Radio at dealers' prices.

Our method of distribution makes it possible for us to offer you everything you have hoped for.

We have no jobbers. We have our own central distribution stations—96 all over the world—62 in the United States and Canada. They are direct factory branches under the Stewart-Warner name. When we say, "do," they do—when we say "don't," they don't. No other radio manufacturer has such absolute control of his distributors.

There is already a great demand for Stewart-Warner Matched-Unit Radio. How much greater will this demand be when we have broadcasted to the world the superiorities of our wonderful units?

The demand which our advertising will create can only be satisfied at one place—in your store. Purchasers of Stewart-Warner Radio will come to you to buy.

Prestige, Profit, Protection and Permanence in the radio business is yours, through our "dealer-made" plan of radio merchandising.

Fill in the coupon below, and we will have our representative call and explain its advantages to you.

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO - U. S. A.

Radio Division
Stewart-Warner Speedometer Corporation
1820 Diversey Pkwy., Chicago, U.S.A.
Gentlemen—I want to be considered in connection with a Stewart-Warner Radio Dealership and to discuss the details with your representative. Date _____
Name _____
Address _____ State _____
City _____ County _____

The World Expected a Supreme Radio Set
from **KELLOGG**
and here it is!

ZONE-8
WCX to WOC

ZONE-7
WFAA to WOS

ZONE-6
WSB to WHAS

ZONE-5
WFI to KGO

ZONE-4
WWJ to KDKA

ZONE-3
WJAR to WNAC

ZONE-2
WORD to KFVG

ZONE-1
KFOT to 200 meters

ZONE-9
KSD to WNYC



WAVE-MASTER
Standard Model
\$125.00



WAVE-MASTER
Brown Walnut Console
with inbuilt horn
\$275.00

Wise Radio Dealers Will Grasp What That Means

Kellogg—for 28 years makers of precision telephone instruments and equipment—producers of quality parts since radio began—Kellogg has perfected a radio receiver worthy to bear the Kellogg name. Live retailers will realize how much easier it will be to sell the WAVE-MASTER than to compete against it. Within a few days after this announcement appears applications for the valuable Kellogg franchise will pour in from every part of the country. Be the first to ask for YOUR territory.

A Separate Circuit for Each 40 Meter Wavelength Band

In the new WAVE-MASTER there are nine separate circuits—one for each 40 meter wavelength band. Each circuit gives that maximum efficiency heretofore found only in one short section of the dials of ordinary radio frequency sets. Each circuit brings within the range of the tuning dial a different group of stations.

Merely set the pointer to the wave zone in which you are interested and tune in with the one dial.

This dial actually has a tuning range of 540 degrees—over three times the range of any other set.

All other radio frequency sets have variable capacity which must be tuned, usually with three different dials, to balance with their inductance coils.

The WAVE-MASTER'S inductance is not fixed but variable and is easily and quickly tuned, with the one dial, to balance the fixed capacities.

Our powerful national advertising campaign has already started. Don't wait a minute. Write today for our attractive, money-making proposition.

Kellogg Switchboard & Supply Company
10-77 W. Adams St., Dept. I Chicago, Ill.

KELLOGG
WAVE MASTER
SWITCHBOARD & SUPPLY CO.

One Tuning Control,
Yet Greater
Selectivity

QUALITY Not Price Sells Them

FAR-SEEING radio dealers and jobbers are beginning to realize the great market for a radio tube of quality. A tube fitting in appearance and performance the most advanced radio receivers—receivers whose sole sales is quality.

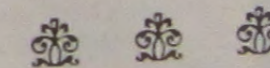
More than this—they see the need for a tube far better than the ordinary tube—a tube the discriminating purchaser will always buy. A tube that sells on the basis of quality alone—not price.

That is why more and more of the better dealers and jobbers are asking for Brightson True Blue Tubes. Investigate the value of a True Blue Tube Franchise.

See the True Blue Exhibit at the Fourth Annual National Radio Exposition, Grand Central Palace, New York City, September 12-19. Booth 106.

BRIGHTSON LABORATORIES, Inc.
Waldorf-Astoria Hotel
New York

George E. Brightson, President (Founder of the Sonora Phonograph Co.)



For information write our nearest representative

- Branch Office:** 59 N. Eleventh St., Philadelphia, Pa.
- New England Representative:** Wm. C. Oakes, 832 Park Square Bldg., Boston, Mass.
- New Jersey Representative:** Triad Sales Co., Trust Co. of N. J. Bldg., Jersey City, N. J.
- Brooklyn Representative:** G. J. Seedman Automotive & Supply Co., Bedford Ave. at Madison St., Brooklyn, N. Y.
- Detroit Representative:** A. G. Schultz, 2831 Gratiot Ave., Detroit, Mich.
- Chicago Representative:** Young, Lorish & Randall, 808 S. Michigan Ave., Chicago, Ill.



- Milwaukee Representative:** Yahr & Lange, 207 E. Water St., Milwaukee, Wis.
- St. Louis Representative:** Brown & Hall Supply Co., 1504 Pine Street, St. Louis, Mo.
- Minneapolis Representative:** Williams Hbse. Co., 100 Second Ave., Minneapolis, Minn.
- Denver Representative:** Reynolds Radio, 1534 Glenarm St., Denver, Col.
- Australia and New Zealand:** Parsons & Whittemore Limited, 20 Market St., Sydney, N. S. W., Australia.

BRIGHTSON True Blue **TUBES**

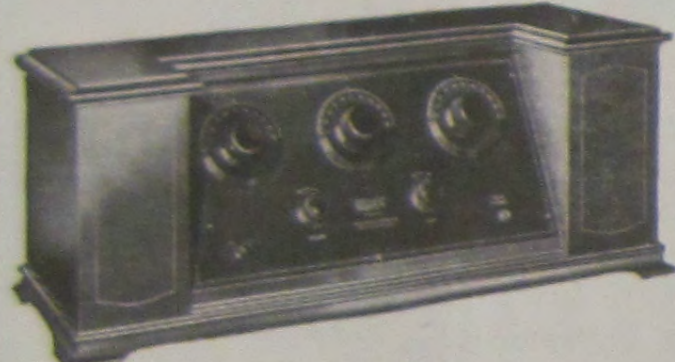
Music Master

The Most Inspiring Name in the whole Field of Radio



TYPE 60

Five Tubes. Two stages of radio frequency, detector and two stages audio frequency. Selective, good volume and distance. Brown mahogany art finish cabinet. Price, \$60



TYPE 100

Five-tube new Music Master Circuit, involving special adaptation to radio frequency. Very selective. Good volume. Exceptional tone and distance. Brown mahogany art satin cabinet. Price \$100



TYPE 300

Five Tubes. New circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer illustrated. Great selectivity, extraordinary volume, wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish. Price \$300

MUSIC MASTER Reproducer Model XIII. Drum Type. Specially designed art model illustrated. Price \$40

THE MUSIC MASTER line of Radio Products is complete and every item in the line is absolutely the very best obtainable.

Ten Styles of Receiving Sets
(Every Successful Circuit)
\$50 to \$460

Nine Models of Reproducers
(Horn—Cabinet—Pedestal Lamp and Hangers)
\$18 to \$100

All Types and Shapes of Batteries
(Multi-Cell Dry "A", "B" and "C" and Storage "A" Batteries)
\$.60 to \$23.50

A Complete Line of Accessories

Radio Products

The Most Complete Radio Line under a Single Trade-Mark.

THE MUSIC MASTER Dealer Franchise is the most valuable that any Radio Merchant can have.

These Franchises are not granted indiscriminately and not many more can be issued this year. If you want to tie up to Strength, write or wire to learn whether you are in open territory.

Modern merchandising and aggressive national advertising assure Music MASTER Registered Dealers a substantial volume of steady business on attractive terms. Get in touch with an authorized Music MASTER distributor or write us direct, regarding registration to handle Music MASTER in your territory.

Music Master Corporation

WALTER L. ECKHARDT, President
Makers and Distributors of High-Grade Radio Apparatus
128-130 N. Tenth Street, Philadelphia
CHICAGO NEW YORK PITTSBURGH MONTREAL
Canadian Factory: Kitchener, Ontario



MODEL V
Metal cabinet. Mahogany finish. Wood bell. Price . . . \$18



MODEL VI

Fourteen-inch wood bell, solid mahogany case, horn-type chamber. Standard Music Master reproducing unit. Price . . . \$30



MODEL X

Pedestal type. Solid mahogany. Full fluting wood bell in top section. Shaded electric bulb, concealed within case, reflects a soft diffused light through silk screen. Price . . . \$100



MODEL VIII

Cabinet type. Solid mahogany with full fluting wood bell. Price . . . \$35

MODEL VII
Twenty-two-inch wood bell . . . \$35



Hook up to a power plant -

and get a steady stream of silent power

Central-station power is an unfailing source of "B" Battery power direct from any lighting socket when rectified and filtered through the EPOM "B" Battery Eliminator.

To realize the importance of the EPOM to your immediate sales, you have only to study its five features. Point by point, they show the EPOM to be alone in its class. Get the details now! Let us outline for you the substantial dealer proposition behind it.

These distributors after exhaustive tests have approved the Epom "B" Battery Eliminator

NEW YORK CITY, E. B. Latham
NEW YORK CITY, Sibley-Pitman Elec. Co.
NEWARK, Tri-City Electric Co.
BOSTON, Southern New England Elec. Co.
BOSTON, Pettinelli Andrews Co.
BOSTON, Wetmore-Savage Co.
BALTIMORE, Southern Electric Co.
RICHMOND, Southern Electric Co.
DETROIT, Electrical Specialties Co.
PITTSBURGH, Union Electric Co.

CHICAGO, Commonwealth Edison Co.
INDIANAPOLIS, Indianapolis Elec. Supply Co.
CINCINNATI, Post-Glover Elec. Co.
KANSAS CITY, B-R Electric Co.
COLUMBUS, Emmer & Hopkins
MILWAUKEE, J. Andrae & Sons Co.
ATLANTA, Carter Electric Co.
CLEVELAND, Emmer Electric Co.
PHILADELPHIA, F. H. Stewart Electrical Co.
PHILADELPHIA, Jones-Beach Co.

EPOM CORPORATION (Dept. E.)
114 East 47th Street, New York City

EPOM
ELECTRICAL PRODUCTS OF MERIT

"B" Battery Eliminator

Order a Sample

See for yourself what it is, show it to your prospects. See why it sells, learn why you should sell it. There's a big demand and real honest-to-goodness profits for you. You have nothing to lose and everything to gain.

The sample offer itself is a mighty big bargain

\$19.95

Send your check for \$19.95—we'll send the set. Try it out for five days, then if you wish, return it and your money will be refunded. Only one to a dealer at this special price.

Money-Back Guarantee

MELODY



The Standard "4"

Specifications that mean they are made right

1. Circuit—Tuned Radio Frequency.
2. Cabinets all hand finished in mahogany finish and two-tone Genuine Mahogany.
3. Panel—"Veri-Chrome" Beauty Panel.
4. Transformers—Thordarson.
5. Condensers—High Grade Low-loss adjustable capacity.
6. Controls—Only two dials.
7. Sockets—Positive contact sockets.

Appearance, price and satisfaction

SEE FOR YOURSELF.

Appearance, price and satisfaction are what we have to offer—nothing more. These three points sell sets—no matter what kind they are. That is exactly what we have built into Melody radio sets.

ANYONE CAN SELL IT.

For it has the APPEARANCE, PRICE and PERFORMANCE—that makes sales. Dealers, distributors and salesmen who are dissatisfied with high prices, small margins, poor quality and over-crowded competition in old slow moving lines can now show a distinct, fast selling line.

ANYONE CAN BUY IT.

We have a complete line of "4" and "5" tube models retailing from \$39.00 to \$149.00. A price and model to suit every need and pocketbook can't help but satisfy and get you the business. The absence of new fangled "TODINES," etc., puts your customer at ease and quickly rings the cash register.

ANYONE CAN USE IT.

Two dials—two rheostats. Logs easy on any length aerial. Simple to use. No new principles for argument. BEST materials make for good reception. The workmanship speaks for itself, in good, clear and sharp tones in loud speaker.

YOU BE THE JUDGE.

Try the set out under all conditions—your conditions—not ours. Make comparisons. Examine the materials, look into the workmanship and study the principle. Don't take our word for a single thing—you be the judge—then, if you aren't satisfied, carefully pack and return to us for full credit.

WHAT COULD BE FAIRER?

We have the courage of our convictions. If our sets won't meet the approval of you dealers they won't sell—that's all. If they are O.K. you'll know it and we'll get your repeat business. Let's go—we have a trade-winning, money-making proposition for you. Order Now.

Better Radio Products, Muncie, Ind., U.S.A.

The Season's

This FEATURE

wins everyone who sees a Kolster.

No dials! No meaningless combination of numbers. Just this single indicator.

A Kolster owner can turn from station to station by name.

Think what a talking point this is! But it is only one of the features which makes selling a Kolster easy.

A Kolster's main feature is its wonderful tone. It is a remarkable demonstrating set. To hear it creates buyers.

Learn all about the Kolster. Write or wire at once for complete information.



KOLSTER

Kolster Radio is the perfected instrument designed by Frederick Kolster, formerly Chief of the Radio Section of the United States Bureau of Standards. Offered by the Federal Telegraph Company (of California) headed by Rudolph Spreckels, the noted banker, a Kolster franchise is a permanently valuable asset.

Sensation

Kolster everywhere is the talk of jobbers and dealers

Jobbers from every section of the country came directly to New York to close.

Many said: "Kolster is the greatest sales and profit opportunity in radio today. Kolster policies reduce the risk of jobber and dealer to the vanishing point."

Dealers are being rapidly named. Don't make final arrangements

until you get all the facts about Kolster. Our big advertising campaign starts September 12th.

Double spreads in color every two weeks in The Saturday Evening Post. Big newspaper ads.

The public will see one of the biggest advertising campaigns in history.

It will create national interest and demand.

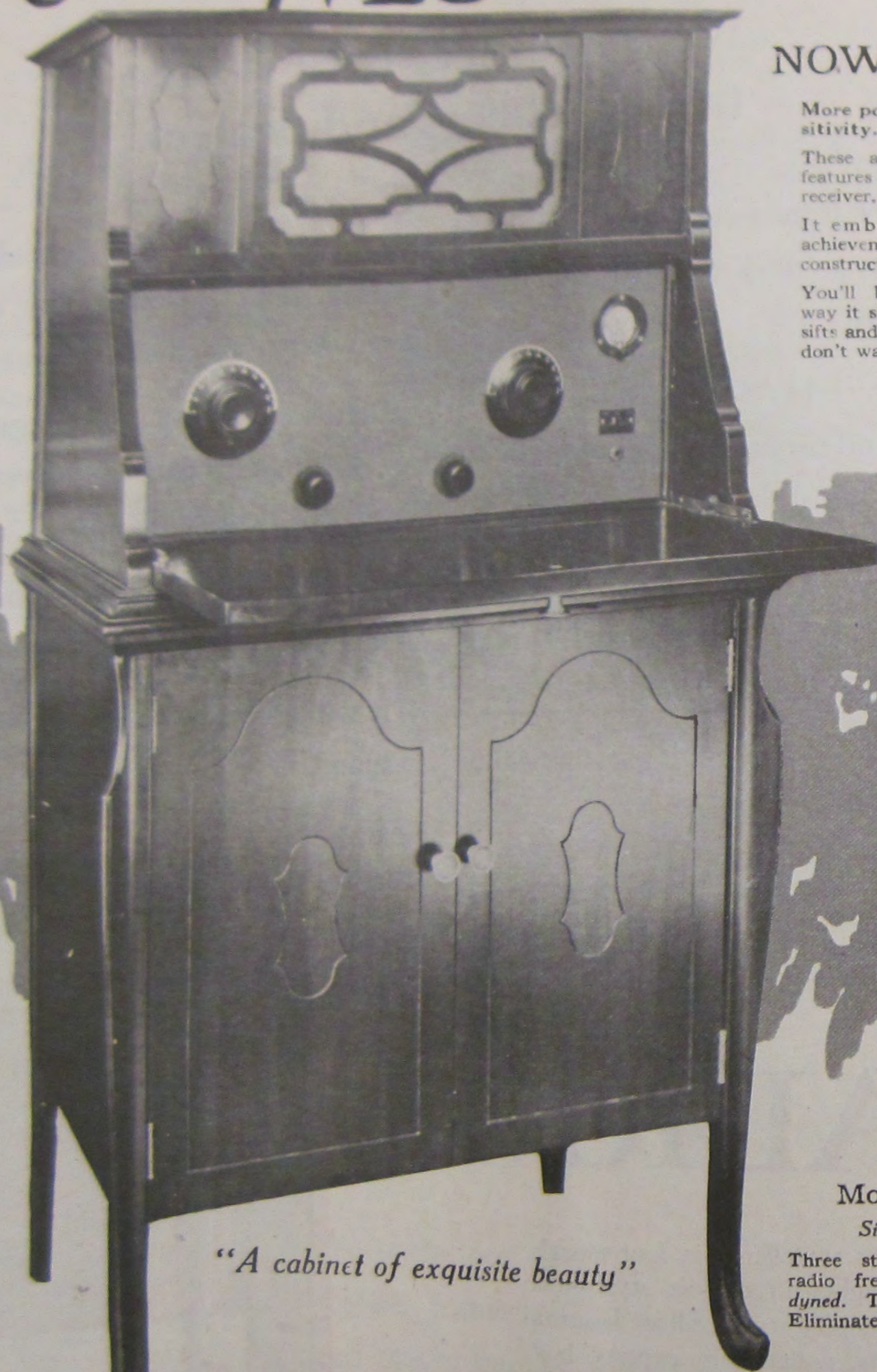
FEDERAL TELEGRAPH CO.
(of California)
Merchandising Division,
Woolworth Building,
New York, N. Y.

RADIO

Kolsters are offered in four models: two Eights in console style—two Sixes in table style. All are beautiful cabinets, designed by experts, built by famous wood-working craftsmen. Your customers will admire the beauty of Kolster sets.



The New MURDOCK



NOW—Shielded!

More power—greater sensitivity.

These are the outstanding features of this marvelous receiver.

It embodies the newest achievement in neutrodyne construction—the shield

You'll be amazed at the way it singles out stations—sifts and separates those you don't want to hear.

Model 204

Six Tubes.

Three stages of tune! radio frequency neutrodyne. Two-dial control. Eliminates outside wires.

"A cabinet of exquisite beauty"

MURDOCK

Standard

NEUTRODYNE RECEIVER



Because of its record for SERVICE, the NEW Murdock makes a record in SALES!

This year you want to see an UPWARD slant on the profit curve. The NEW Murdock will help wonderfully in accomplishing that happy result. How?

By building a sales chain of supremely satisfied owners. Each owner becomes a salesman for you.

The William J. Murdock Company—pioneers in radio—have found that the way to compete with a good product is to make a still better one. In the NEW Murdock, they have perfected a receiver that will entirely change your ideas of radio reception.

Back of this striving for perfection has been the Murdock idea of QUALITY, giving the best that Murdock resources and Murdock experience could produce.

There are opportunities for eager, energetic, enthusiastic merchandisers to become authorized Murdock dealers. Write for information. Every day counts just now. Mail your letter tonight.

WM. J. MURDOCK
Dept. 91, Chelsea, Mass.



Model 203

Six-tube neutrodyne. Remarkable selectivity and simplicity in tuning make this a truly fine receiver.

Model 200

Five-tube neutrodyne with loud speaker and vernier dials. Embodies now improvements that will be extolled by others in 1926.

We also offer Model 201—the same instrument without loud speaker.

RADIO

since 1904

A Message to Radio Manufacturers:

What is the function of This Book?

EVERYWHERE you go in the radio industry—in the offices of manufacturers, jobbers and dealers—you find copies of "The Radio Trade Directory" in use. Have you ever stopped to think what is the real function of this ever-present volume?

Undoubtedly you've often used the complete classified lists given in the Directory. They are referred to for sources of supply, names, addresses and other "necessary-to-order" data by dealers, jobbers and manufacturers whenever they are in the market for material of any kind.

BUT now consider "The Radio Trade Directory" in the light of the sales of your own products. The Directory, of course, due to its very nature as the Catalog Carrier of the radio industry is not like a magazine. It is not read as soon as it is received but neither is it thrown away. It is retained and referred to again and again.

Here's the point—the point where the Directory directly affects the sales of your

products: *the Directory is used whenever any buying is to be done!* It is the last thing a man reads before he places his order.

And while all known manufacturers are listed in the Directory under the products they make, it is only natural for buyers to give extra attention to manufacturers who are not only listed but whose products are cataloged in the Directory as well.

An advertisement in the Directory, you will notice, is not magazine type publicity. Instead it gives data on types, sizes, finishes, prices of products, names and addresses of distributors, etc.—in other words all the data necessary for a buyer to have before he places an order. No wonder then that of all the manufacturers listed in the Directory, buyers usually place their orders with the manufacturer who gives complete buying data in the Directory.

HERE is a parallel: using "educational" or "creative" advertising in radio magazines, unsupported by "refer-



ence", "catalog" or "buying data" advertising in "The Radio Trade Directory" is like creating a demand without arranging to supply that demand.

The radio manufacturer who wants to do a complete publicity job must place his

catalog, in condensed form, in "The Radio Trade Directory," where it will be used before an order is placed.

Cataloging your product in "The Radio Trade Directory" is a surprisingly inexpensive investment, too.

The Radio Trade Directory

Carrying "where-to-buy-in-a-flash" information to the radio industry

McGraw-Hill Company, Inc., 475 Tenth Avenue, New York

FADA Radio

Consider who makes it



In the selection of a radio line today, consider who makes it, as well as what the set is. Anybody can start in the radio business on 10 minutes' notice, and anybody can prepare an elaborate prospectus of what they are going to do, visualizing futures and making a whale of a lot of noise with nothing more than a sample laboratory set. So, we would say offhand, what it is, may be all right, but who makes it, is more important. Laboratory sets may appear to be very good, but the manufacturing of a set is a factory proposition and it is a factory product that is the one that the dealer must be called upon to sell.

Dealers should buy with the enthusiasm of a banker who is asked to renew a note without collateral, and they should sell with the energy and effort used by the members of a good fire department answering an alarm. Any line taken on should be handled with the idea of selling it, letting the other dealers hold the goods on the shelf.

NO better advertisement can be written by the best advertising expert for Fada Radio than the quoted paragraphs published in this editorial from the Talking Machine Journal, August, 1925.

Therefore, we ask you to read this editorial. Then, please note that F. A. D. ANDREA, INC., has proved leadership by setting "A standard of reception" by which practically all radio performance is judged; has maintained stability through the period of radio deliriums; has applied fundamental vision in design, manufacture, distribution and advertising, and is justified in applying the wisdom of this editorial to its own position in the Radio industry.

And now, as you choose your Radio business partner, let us remind you finally of one Fada unalterable dealer policy: "We do not urge you to buy but help you to sell."

Our selective distribution plan and exclusive Fada Radio dealer franchise is worthy of your immediate interest. Your prompt inquiry is solicited, and it will have the immediate attention of the appointed Fada distributor covering your territory.

F. A. D. ANDREA, INC.

1581 JEROME AVENUE, NEW YORK

Manufacturers of TUNED RADIO FREQUENCY receivers using the highly efficient NEUTRODYNE principle. Licensed under Hazeltine Patents Nos. 1,450,080 and 1,489,228 and other patents pending



"Simplify Radio" says Daven



Daven Engineers Blaze Another Trail

THE biggest of all the little things in radio is the grid leak. The Daven Grid Leak is known the world over as the grid leak of permanent, constant value. It is standard.

Almost as important is the condenser. But grid condensers change with temperature and humidity. The mica in condensers lacks uniformity or is impure. The tin foil plates melt or change their capacity. In their constant efforts always to simplify and to improve, Daven engineers have made a remarkably effective combination of grid leak and condenser.

TWO-IN-ONE!

THE DAVEN LEAKANDENSER is so simple, so effective and so sturdy that you will wonder why it was not thought of before. Similar in size to the Daven Grid Leak, it takes the place of the usual grid condenser which has shunted around it the usual grid leak. Made with five different values of grid leak resistance, 2, 3, 4, 5 and 7 megohms. The grid condenser capacity is fixed and correct for all makes of detector tubes.

With every Leakandenser a pair of new snap fastener clips that do not permit it to shake out. Precision-built. Price \$1.00 each.

Manufacturers are invited to send for a sample. THE RESISTOR MANUAL is the handbook of Resistance Coupled Amplification. At your dealer's 25c. By mail postpaid 35c. DAVEN PRODUCTS ARE SOLD ONLY BY GOOD DEALERS

"The Sine of Merit"
DAVEN RADIO CORPORATION
Resistor Specialists
Reg. U.S. Pat. Off. NEWARK NEW JERSEY

NEWARK USE THIS FREE COUPON NEW JERSEY C.S. 25

DAVEN RADIO CORPORATION
158-160 Summit Street, Newark, New Jersey
Please send me the following on Resistance Coupled Amplification—
Check one.
 Resistor Manual. 25c is enclosed.
 Complete Catalog (free).

Name
Address
For Dealers: Send your letterhead or card, or this coupon and we will have our nearest distributor communicate with you.



The New Daven Tube

Type MU-20 increases the amplification of the Daven Super-Amplifier to equal or exceed that obtainable with transformer coupling. A one-purpose, three-element tube, 6-volt, 1/4 ampere —\$4.00 each. Daven Power Tube Type MU-6 is recommended for last or output stage—\$5.00.

THE BIG LITTLE THINGS OF RADIO

FULL PAGE ADS

Back the New

AERO COIL

Line

of Low Loss Inductances

Big, powerful, full page ads in the October issues of all the magazines your customers read will tell why Chicago and New York have declared Aero Coils the most selective, most powerful, most sensitive inductances ever designed.

So from now on YOU will have the same profit opportunity that Chicago and New York dealers enjoy—the opportunity to sell the coils which everybody knows make sets do more.

It was the Aero Coil Tuned Radio Frequency Kit which captured the two hardest coil markets in the world—Chicago and New York. But now there are more Aero Coils—all embodying the patented Aero Coil principle which make of them the most efficient inductances of their respective types.

Stock Aero Coils now before you miss any of the sales which are sure to come from the very first appearance of Aero Coil advertising. Customers are coming to your store for these inductances from now on!



95% Air Dielectric

No Dope on Windings

All Turns Uniformly Air Spaced

Variable primaries in Antenna Circuits.

The Technical PROOF of AERO COILS Indisputable Superiority

95% Air Dielectric

Air is the standard to which all dielectric values are compared. The dielectric of Aero Coil is 95% air. This means that their high frequency resistance is very low and is the first reason why Aero Coils tune into resonance so sharply and are more selective than others.

Dopeless Windings

As there is no supporting dope used on the windings of Aero Coils their high frequency resistance is again lowered.

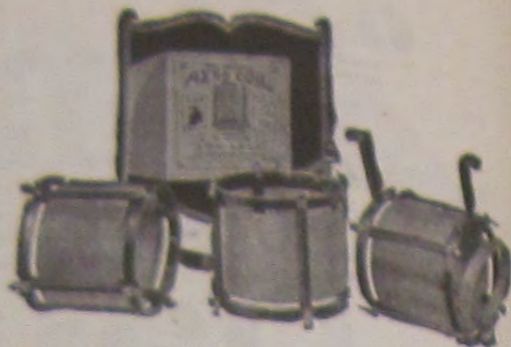
All Turns Air Spaced

Each turn is uniformly air spaced from the rest, which brings the distributed capacity of the Aero Coil to even a lower minimum than that obtained by coils wound in other shapes to reduce this factor of loss. This again sets Aero Coils way in the lead not only in point of "selectivity," but in amplification capability as well. Aero Coils are, by test, the most selective, most sensitive, most powerful inductances ever designed.

AERO PRODUCTS, INC.

Successors to HENNINGER RADIO MFG. CO.

217 North Des Plaines St., Chicago

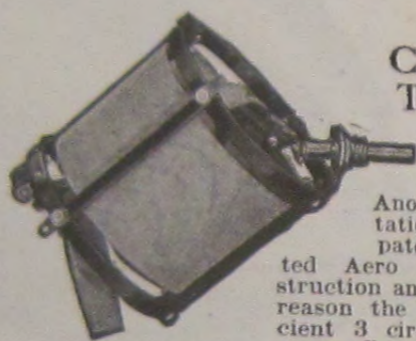


Tuned Radio Frequency Kit

Consists of one Aero Coil Antenna Inductance with variable primary and two Aero Coil Radio Frequency Transformers. Tuning range below 200 and above 550 meters when shunted with a good 00035 condenser. Nickel plated brackets which fit included in kit. Also complete instructions and constructional data for making the most efficient tuned radio frequency receivers ever designed. List \$12.00

The AERO COIL

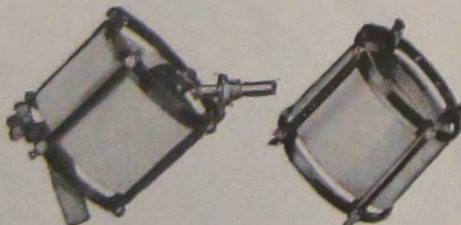
3 Circuit Tuner



Another adaptation of the patent-protected Aero Coil construction and for that reason the most efficient 3 circuit tuner ever offered. This is the tuner which, in a 3 tube set, brought in Havana, Cuba, in the daytime in Chicago. \$8.00

Consists of one tapped AERO COIL 3 Circuit Tuner and one AERO COIL Antenna Coupling Transformer with variable primary. Makes the most powerful, most selective 4 tube non-radiating set possible to build. \$11.00

The AERO COIL Radio Frequency Regenerative Kit



Consists of one tapped AERO COIL 3 Circuit Tuner and one AERO COIL Antenna Coupling Transformer with variable primary. Makes the most powerful, most selective 4 tube non-radiating set possible to build. \$11.00

The AERO COIL Wave Trap Unit



Also for Crystal Sets

By reason of the characteristics made possible by the Aero Coil construction, this unit makes a very efficient wave trap. It also enables a crystal set to do the almost "unbelievable." \$1.00

The AERO COIL Oscillator

For Super-Heterodynes



The characteristics achieved through the use of the Aero Coil principle make of this instrument the ready means to tremendously increase the efficiency of the oscillator circuit in any Super-Heterodyne receiver. \$5.50



Model A. List Price \$175



Model B. List Price \$125

Sockets in Mu-Rad Receivers are Adapted to Fit All New Type Tubes

The Public Welcomes

The New

MU-RAD

Transcontinental Receiver

PUBLIC response to the sensational new Mu-Rad Receiver with the Single Dial Control has been instantaneous. Radio enthusiasts throughout the Country were waiting for this advanced Radio Receiver that gives local and far-distant reception with amazing clearness and volume with the turning of a *Single Knob*.

FAR AHEAD OF THE TIMES

The New Mu-Rad Transcontinental Receiver is the most outstanding development of the day in Radio. Clear, life-like reception in volume sufficient for all purposes, extreme selectivity and powerful range is all accomplished with

ONE DIAL CONTROL

Your trade has waited for a Receiver, such as this. No other Receiver on the market fills such a universal demand. It is simplicity itself. A child can bring in stations far and near with a slight turn of the single knob.

FREE LOCAL ADVERTISING FOR MU-RAD DEALERS

As fast as your customers can see and hear this marvellous new Mu-Rad Receiver, they will buy it. To help get customers into our dealer's store we have a unique plan of Free Local Advertising that will interest you. Write, phone or wire for particulars today

MU-RAD RADIO CORPORATION

Factory:
ASBURY PARK,
NEW JERSEY

General Sales Offices:
Dept. C-1, 972 Broad Street
NEWARK, N. J.

The new ULTRADYNE MODEL L-3

AN enormously significant event foreshadowed during the last two years by the demands of the radio public and the prophecies of radio authorities.

The first radio receiver to get away from the "laboratory look" and achieve a truly artistic cabinet, with an independent value simply as a piece of tasteful, harmonious furnishing. The first to attain ultra simplicity in combination with the Nth degree of flawless reception. Two inconspicuous station-selector levers and a volume adjustment—the only controls. The first receiver, with the Fifth Avenue appearance and quality construction, to sell at a Main Street price.

A Sensational Innovation
backed by intensive advertising R. E. Lacault and the Phenix Radio Corporation, realizing the enormous proportions of their achievement, are throwing every resource and ounce of energy into the most ambitious advertising program of their history. General magazines, radio publications, newspapers, and displays will announce this new era of radio reception.

Dealer-Representatives Now Being Appointed

Although the ULTRADYNE Model L-3 is popularly priced, its advantages and superiorities appeal particularly to the better class of radio purchaser.

PHENIX RADIO CORP., 114-116 EAST 25TH ST., NEW YORK



\$135

The ULTRADYNE Model L-3 is a six tube receiver employing the fundamental principles of the best circuits, greatly refined and marvelously simplified. No dials—no panel; just two inconspicuous levers and a volume adjustment. Beautiful two-tone, panelled mahogany cabinet.

no dials
no panel
built-in
loud
speaker

\$135⁰⁰

Write for details of the new trade policy IMMEDIATELY before something distracts your attention and the opportunity slips you!



To protect the public, Mr. Lacault's personal monogram seal (R.E.L.) is placed on the assembly lock bolts of all genuine ULTRADYNE Model L-3 Receivers. All Ultradyne's are guaranteed as long as these seals remain unbroken.

NO-DIAL (Patented) Radio's Greatest Sensation!



NO-DIAL with cover removed.

Rotating the cover brings 'em in!

~ Revolutionizing Radio Operation ~

The radio business is now ready for stabilization. You dealers who have gone through the worry and grief of "radio troubles" have a solution in NO-DIAL Receivers.

For NO-DIAL Receivers are just what their name implies. Dials on sets are now old-fashioned and obsolete.

The public has been begging for a simple set to operate. Now you can give it to them. Merely rotating the cover brings in station after station, at its own particular point on the visible station record, far and near—loud and clear.

Tube for tube, the NO-DIAL recognizes no superior, and on test it has out-performed many higher priced receivers. For fine volume, clarity of tone and long range NO-DIAL excels.

5 Tube NO-DIAL for storage or dry batteries
Type 5 }
Type 5D } less loud speaker and accessories. Retail Price \$98.00



THE HOME OF NO-DIAL

Licensed under Blackmore Patents and Patents Pending.
Hogan Patent No. 1914902.

The Ohio Stamping and Engineering Co.
DAYTON, OHIO, U.S.A.

WHY A NO-DIAL FRANCHISE IS SO VALUABLE.

An extensive advertising campaign in all the leading magazines and metropolitan newspapers is being released, starting with September issues. Big, dominant NO-DIAL messages will be carried into millions of homes to real prospects who have been waiting for SIMPLICITY in radio such as NO-DIAL offers.

Furthermore we are providing a close protective policy that will insure sales protection, and eliminate unfair trade practices. Finally we are behind every dealer, backing him up with our tremendous organization, dealer helps, and insuring him of success.

Fill out the coupon and make application for a NO-DIAL franchise today.

The Ohio Stamping & Engineering Co.,
Dayton, Ohio. Dept C-9

Send me all the details regarding a NO-DIAL FRANCHISE, without obligation.

NAME.....

ADDRESS.....

CITY.....STATE.....

KODEL

The Emblem of

A New Standard



LOGODYNE "Big Five"
Five tubes, self-balanced tuned radio frequency; sloping panel, solid engraved; beautiful mahogany cabinet; stations already logged. \$90



LOGODYNE "Standard Five"
Five tubes, tuned radio frequency; lithographed panel and sub-panel; brown mahogany cabinet; stations logged. \$70



LOGODYNE "Standard Five" Console Model
Five tubes, tuned radio frequency; beautiful brown mahogany furniture design; built-in loud speaker and compartment for batteries and charger. \$165



LOGODYNE "Big Five" Console Model
Five tubes, self-balanced tuned radio frequency; a master piece in furniture design; Adam brown mahogany; built-in loud speaker and battery and charger compartment; desk-like front panel can be closed when not in use. \$275

KODEL RADIO has set a new standard in radio manufacture.

To own a KODEL RADIO this year is to have the best that radio offers—or will offer in years to come. KODEL RADIO this year represents the highest development in radio engineering—the most beautiful in cabinet art—the most simplified of circuits consistent with utmost efficiency—KODEL RADIO offers the widest selection and choice of receivers and accessories ever designed by any single manufacturer.

In buying KODEL RADIO one buys with utmost confidence. For each model, regard-

Free Write for new edition of our instructive booklet on radio operation "The Secret of Distance and Volume in Radio"

RADIO

Worth in Radio

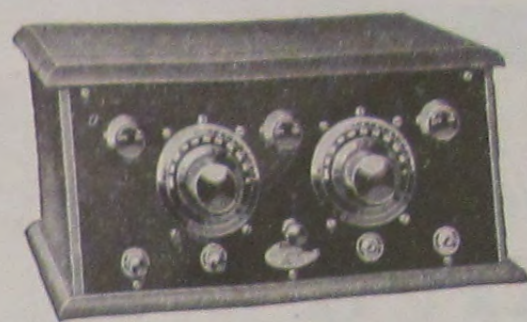
Of Radio Value

less of price is unqualifiedly guaranteed to represent the utmost in quality, in performance, in artistry, and workmanship—conscientiously made and expertly tested.

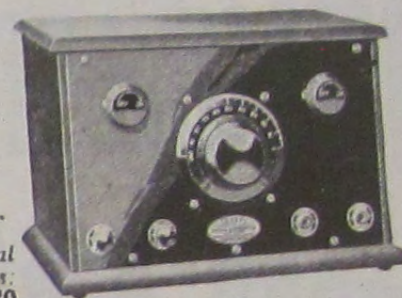
The choice of a radio receiver or accessory, so long as it bears the name KODEL RADIO, is largely a matter of personal opinion and price—all measure up to the same high standards set for KODEL RADIO this year—the best that radio offers.

THE KODEL RADIO CORPORATION
503 East Pearl Street Cincinnati, Ohio

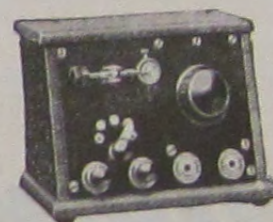
WKRC
Owners of Kodel Broadcasting Station WKRC on the Alms Hotel. Send for program.



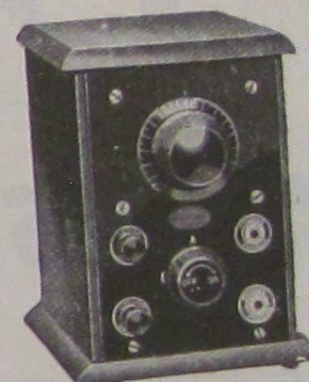
KODEL "Gold Star"
Three tubes; Kodel new circuit; low-loss plate condensers; brown mahogany cabinet; radio's greatest set value. \$30



KODEL "Gold Star"
Two tubes; single dial tuning; plate condensers; mahogany cabinet. \$20



KODEL "Crystal Set"
Sensitive, selective; black leatherette cabinet. \$6



KODEL "Gold Star"
One tube; single dial tuning; mahogany cabinet. \$12



LOGODYNE UNITROLA
Five tubes; tuned radio frequency; fits any standard upright or console phonograph; all operating parts enclosed, easy to install. \$87.50



KODEL Microphone Loud Speaker the sensation of the season; exact replica of broadcasting microphones; has unique snail-shell horn construction—amazingly clear and loud. \$20

KODEL "DeLuxe" Amplifier
Combines volume and tone of horn type speakers with dignity of cabinet type; artistic grill over golden cloth screen; beautiful, practical. \$25



KODEL Cabinet Type Amplifier
Solid mahogany cabinet; beautiful old gothic lattice work over golden screen; built-in tone chamber. \$27.50



LOGODYNE Panel-Assembled Kits
Front and sub-panels, beautifully engraved, already assembled; furnished with mounting brackets, wiring, solder, etc., **BIG FIVE Model \$65**
STANDARD FIVE \$50



*The covered wagon has gone;
like the old-fashioned charger
er with the slow 2-ampere rate
it is obsolete!
Buy nothing but an up-to-date 5-ampere charger!*

The New Improved
**5 AMP. A & B
GOLD SEAL
HOMCHARGER**
\$19.50



Over 500,000 already in use

Get This Modern Fast Charger!

Better Because:—

- New micrometer adjustment, hinged lid, and carrying handle.
- No bulbs to buy or break.
- Can be used anywhere—contains no acids or other harmful liquids to spill.
- Approved by underwriters—trouble-proof, shock-proof and fireproof.
- Beautiful cabinet in maroon and gold.

When you buy a charger don't let anybody sell you an obsolete, slow 2-ampere model.

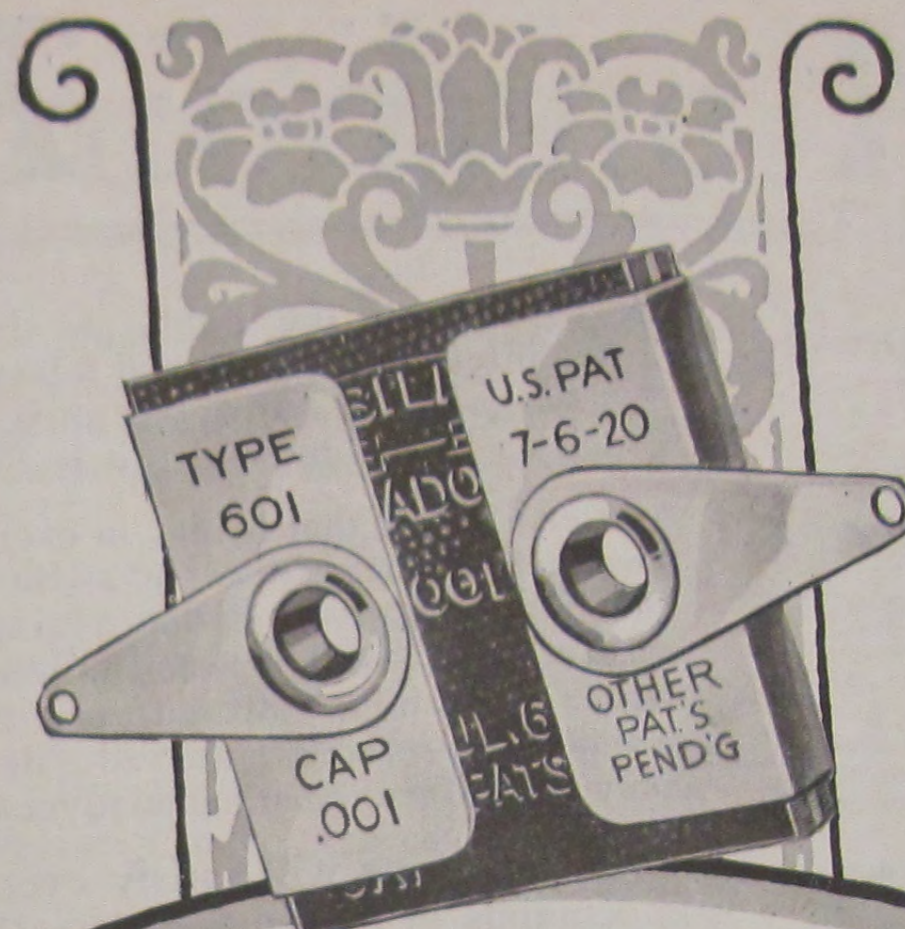
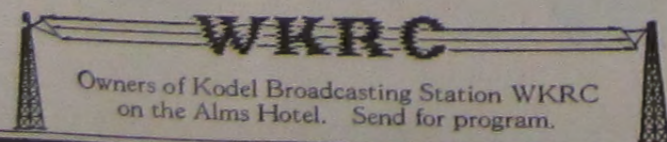
The New Improved GOLD SEAL HOMCHARGER, with its full 5-ampere rate, charges your battery overnight! Does away with the long bothersome waits that were necessary when the slow inefficient chargers of last year were the best that radio offered.

And the New Improved GOLD SEAL HOMCHARGER charges both A and B batteries without additional equipment.

Be sure when you buy that you get a modern, fast charger, with a 5-ampere rate. To be *absolutely sure*, insist on the GOLD SEAL HOMCHARGER.

The Kodel Radio Corporation
503 East Pearl Street Cincinnati, Ohio

Free Write for new edition of our instructive booklet on radio operation "The Secret of Distance and Volume in Radio"

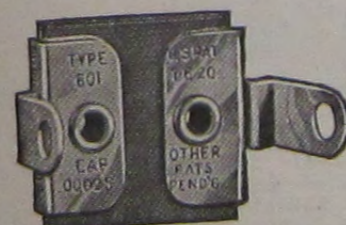


Micadons

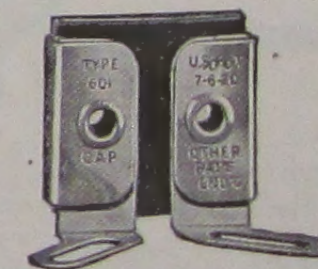
—Standard fixed radio condensers

NEARLY all of the leading manufacturers of radio sets have adopted the Micadon as their standard.

A layman might be fooled—not so these manufacturers. They need fixed condensers with accurately matched and permanent capacities, and they *know* which are the best. Year after year, they buy millions of Micadons.



Type 601 G has clips to hold fixed grid-leaks.



Type 601 T has adjustable clips which slip over transformer and other binding posts.

This overwhelming preference is your assurance of QUALITY. When these manufacturers say the Micadon is the leading fixed condenser you may be satisfied IT IS.

Dubilier
CONDENSER AND RADIO CORPORATION

This is Thermiodyne Year



Get Your Share of the Profits

If you are in business to make money, this is your year! Most of your customers and prospective customers are reading, or will read, of the marvelous performance of the new Thermiodyne. If you are not already a Thermiodyne dealer, don't wait. Speak up for the territory you would like to have. Get in touch with us at once, and let us notify your distributor that you are interested. Make your application **TODAY!**



Thermiodyne—Model TF6 on Speaker Table

Handsome, well constructed Table, with built-in Loud Speaker concealed by open grille. Ample room for Batteries and Charger. Genuine walnut finished to match Model TF6.
Price of Speaker Table.....\$60
Rocky Mountain and Coast States...\$65

NOW that the public is through fooling with inferior radio sets and tolerating only casual and occasional radio reception, the new Thermiodyne's day has come and this is Thermiodyne year.

Master Control that brings in every station on the air, one after another, *instantly*, as the control is turned—retention of a given station against all interference, without squeals or howls and in loud speaker volume—delivery of a high-powered output of amazingly pure tone quality—these are the radio demands of today and every day. The new Thermiodyne meets them *all*.

Thermiodyne will satisfy every one of these demands in every demonstration. Thermiodyne challenges any radio receiver, at any price, to equal its performance under given conditions.

Three stages of Thermionic Frequency before detector give Thermiodyne a distance range not to be found in any other commercial radio set. A thousand miles are brought in easily in loud-speaker volume under normal conditions, and when conditions are particularly favorable, the range is increased amazingly.



Thermiodyne—Model TF5—Five Tubes

Master Control Radio built on same successful principles as TF6. Phenomenal selectivity, distance-getting ability and tone quality. Two Stages of Thermionic Frequency, Detector, and two Stages of Audio Frequency. Master Control. Outdoor Antenna. Finished in duo-tone Walnut.
Price (without accessories).....\$100
Rocky Mountain and Coast States...\$110

THERE is no squeeling or howling from THERMIODYNE. No internal noises are audible—Thermiodyne delivers accurately and only that which is transmitted to it through the broadcast channel.

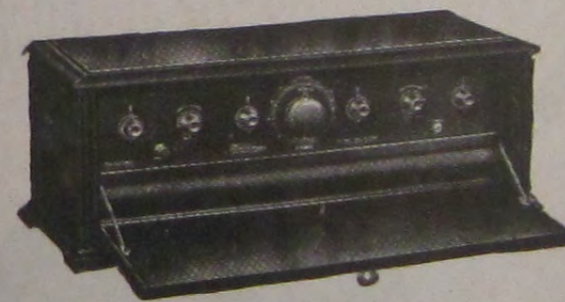
But Thermiodyne's Master Control, more than any other one Thermiodyne feature, has given THERMIODYNE its immediate and established popularity wherever introduced. Its Aladdin-like action is almost "uncanny" and holds the listener spell-bound as station after station, each in its proper place, is brought in and tuned out as the Master Control travels through its magic half circle.

Through Magazines, Newspapers, Circulars and Folders, the merits of Thermiodyne are being emphasized to the people of practically every city, town, and village in the United States.

Double-page spreads in the Saturday Evening Post, with its two and a half million circulation, and a reader interest several times that, are the backbone of the National Thermiodyne Campaign.

Tie up to the New Thermiodyne—Cash in on Thermiodyne's Big Advertising Campaign and Get Your Share of Thermiodyne Sales Profits. Let us Hear From You.

Send for Catalogue illustrating and describing Thermiodyne Radio Sets, Speaker Table, Console de Luxe and Loud Speakers.

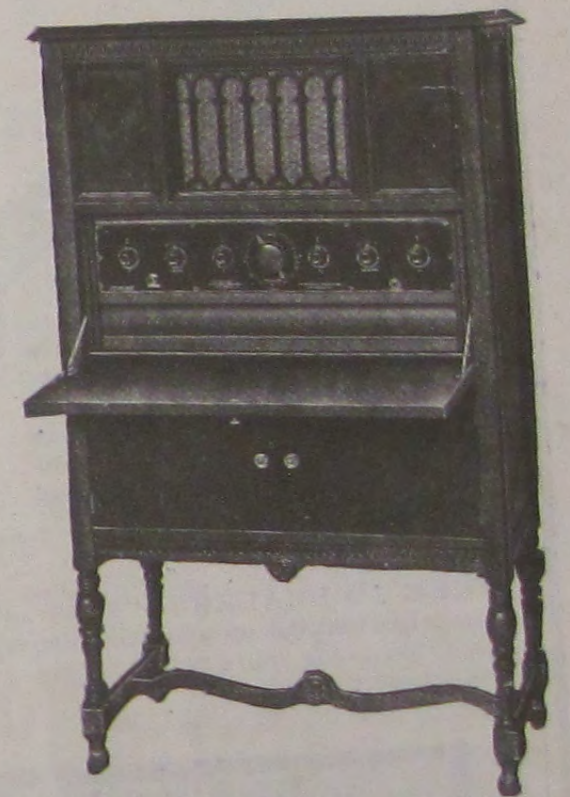


Thermiodyne—Model TF6—Six Tubes

Powerful, smooth-working instrument, with Three Stages of Thermionic Frequency before detector, Detector, and Two Stages of Audio Frequency. Master Control. Indoor or Outdoor Antenna. Genuine Walnut Cabinet with interior compartment for "B" Battery.
Price (without accessories).....\$150
Rocky Mountain and Coast States...\$160

Dealers are selling Thermiodyne

- I. Because we maintain a sound merchandising policy and assign exclusive territory to both jobber and dealer.
- II. Because we make a cash advertising appropriation for local newspaper advertising to each and every exclusive Thermiodyne dealer.
- III. Because we back every Thermiodyne with a written guarantee and stand behind every guarantee without alibi or excuse.
- IV. Because we help you to develop sales volume; to establish a sound partial-payment plan; and assist you in your advertising in a dozen different ways.



Thermiodyne—Model CTF6—Console De Luxe

Model TF6, enclosed in Console Cabinet of genuine Walnut, with built-in Loud-Speaker, and with space for Batteries and Charger. All equipment concealed. No wires required for local stations.
Price (without accessories).....\$275
Rocky Mountain and Coast States...\$290

Canadian Sales Office
Dominion Thermiodyne Radio, Ltd.,
425 Phillips Place,
Montreal, Quebec

Thermiodyne

Reg. U. S. Pat. Off.

[Ther-MY-odyne]

Licensed under Trade and other patents pending

Thermiodyne

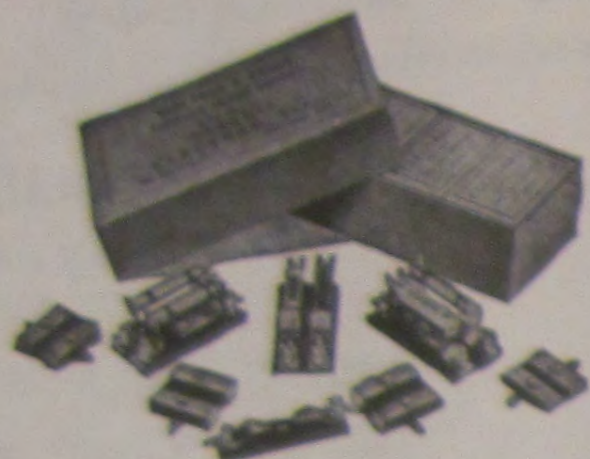
Reg. U. S. Pat. Off.

[Ther-MY-odyne]

Licensed under Trade and other patents pending

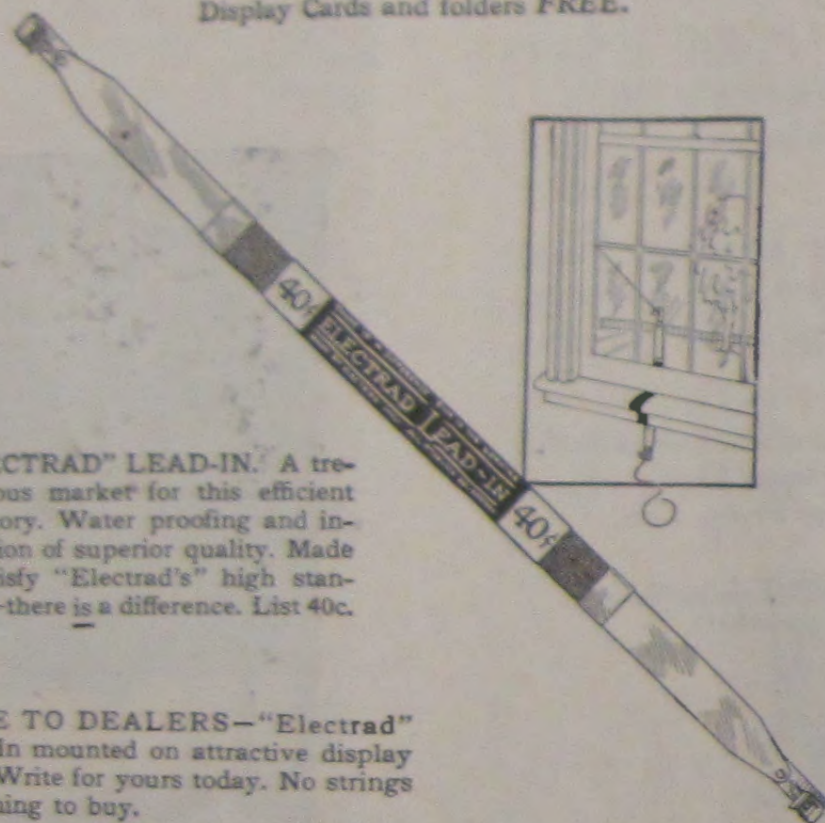
Thermiodyne Radio Corp.
1819 Broadway
New York City

ELEC



"ELECTRAD" 3-STEP RESISTANCE COUPLED AMPLIFIER KIT NO. 1-C—A big \$6.75 seller. Contains the necessary Resistor Couplers, Certified Mica Condensers, Condenser mounting, Certified Grid Leaks and Resistors. Nothing else needed except sockets, rheostat and busbar.

Display Cards and folders FREE.



"ELECTRAD" LEAD-IN. A tremendous market for this efficient accessory. Water proofing and installation of superior quality. Made to satisfy "Electrad's" high standard—there is a difference. List 40c.

FREE TO DEALERS—"Electrad" Lead-In mounted on attractive display card. Write for yours today. No strings—nothing to buy.

ELECTRAD- LEAD ~ IN
 Goes under the window ~
 No holes to drill
 40¢
 There is a difference
 Get the Genuine!
 Mfd. solely by ELECTRAD Inc. 428 Broadway New York



"ELECTRAD" CERTIFIED GRID LEAKS—Absolutely accurate, calibrated in fixed resistances from 1/4 to 10 megohms. Mahogany finish display cabinet FREE with order of six dozen grid leaks. List 50c each.

"ELECTRAD" Products are improved radio accessories.

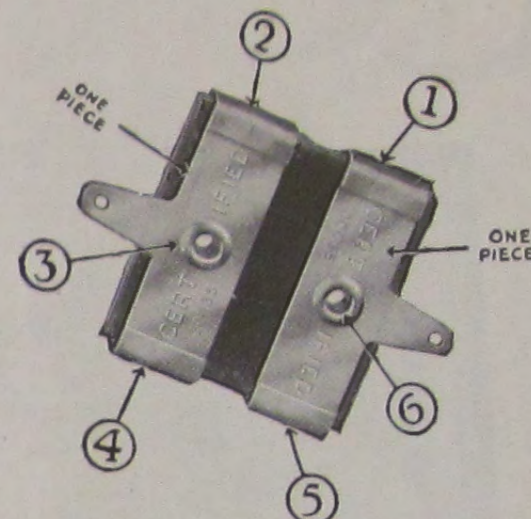
In them, the ingenuity and cleverness of the inventor is combined with the practical knowledge and skill of the radio engineer.

"Electrad" Radio Essentials simplify the construction and installation of radio sets. They facilitate operation. They improve reception.

The many distinctive and "handy" features of "Electrad" devices arouse an irresistible desire for

TRAD

INC.



"The Six Point Pressure Condenser"

Another ELECTRAD Triumph

THE "ELECTRAD" Certified Fixed Mica Condenser is a revelation in accuracy and design. Ingenious, rigid binding and firm riveting fastens parts securely at Six different points, insuring positive electrical contact. Impervious to temperature and climatic variations. Exerts even pressure upon the largest possible surface—can't work loose. Binding strap and soldering lug in one piece. Accuracy and quietness assured always. Value guaranteed to remain within 10% of calibration. Standard capacities, 3 types. Licensed under Pat. No. 1,181,623, May 2, 1916 and applications pending. In sealed dust and moisture proof packages. List, 30c to 75c.

ownership in the radio fan. Hence, they are easy to sell.

"Electrad" national advertising is educating your customers about all the facts of the "Electrad" line. They are being told in the leading "fan" magazines.

If you are not now an "Electrad" dealer, but would like to handle a line that is novel without being freakish, a line that is in keeping with sound radio engineering and backed by consistent advertising—it will pay you to write us.

"ELECTRAD" LAMP SOCKET ANTENNA—Always a good seller. Simplest, neatest, most effective on the market. No outdoor aerial needed. List 75c.



ELECTRAD

INC.

428 BROADWAY
NEW YORK CITY

Unipower—the latest

—backed by a big national advertising campaign in
The Saturday Evening Post and the Radio magazines

DO you want to add a high quality, quick selling and extremely profitable item to your line of radio necessities? Do you want to be able to cash in on the demand created by the big national advertising campaign featuring the new Gould Unipower—the latest sensation in radio?

If you do—the new Gould Unipower will be one of your biggest sellers and profit makers this Fall.

Unipower is a perfected radio power unit—a proved triumph in radio engineering, not a hopeful experiment. It is an article that you can freely recommend and endorse. The consumer price is moderate—within the reach of all.

Right in your neighborhood, the potential market for Unipower runs into the thousands. Every new buyer of a multi-tube radio set is also a prospect for Unipower. And, in addition, the hundreds of fans who have already bought sets from you are prospects for Unipower, too.

What Unipower Is

Unipower is a scientifically designed "A" power unit that automatically converts house lighting current into radio power of the highest quality. It is a single compact unit, enclosed in a beautifully finished gas-tight case that fits comfortably and safely inside most radio cabinets. Unipower is not a so-called battery eliminator and should not be confused with any other radio power device.

7 Important Features of Unipower

1. Unique convenience—Unipower banishes dry cell renewals and charging of storage batteries.

After installation, Unipower requires no attention except the occasional addition of water.

2. Superlative reception—Unipower gives continuous, unfailing "A" power of highest quality. No hum, no noise, no fluctuation in voltage.

3. Goes inside the cabinet—Because of its compactness and patented gas-tight cover, Unipower is the only complete "A" power unit that can be safely installed inside set cabinets.

4. Definite economy—Compared with dry cell operation or the expense and inconvenience of having storage batteries charged, Unipower pays for itself over and over again. The operating cost is but a few cents a month. No tubes, bulbs, lamps or working parts that require frequent and expensive replacement.

5. Master control switch—Unipower's master control switch operates both the radio set and Unipower. This switch connects Unipower to the house current and the radio set. When the radio set is on, the house current is off—when the set is off, the house current is on.

6. Charging Unit—Unipower contains a Bal-kite charging unit of special design. The Gould Storage Battery Company possesses the exclusive rights to this special charger when used with a battery in a single unit such as Unipower.

7. Automatic Cut-off—It is impossible to damage Unipower through the failure to add water when necessary. When this happens, the charger automatically cuts off and prevents harm to the battery unit.

Our factory is now operating at capacity to meet the demands of the trade for Unipowers. Place your order with your jobber immediately. Be sure of getting your shipment in time for the Fall demand. The Gould Storage Battery Co., Inc., 250 Park Ave., New York; Chicago, Kansas City, San Francisco.

Write for booklet, "Unipower—triumph in Radio Power", describing fully Unipower's many advantages and economies.



The new

sensation in Radio

\$35

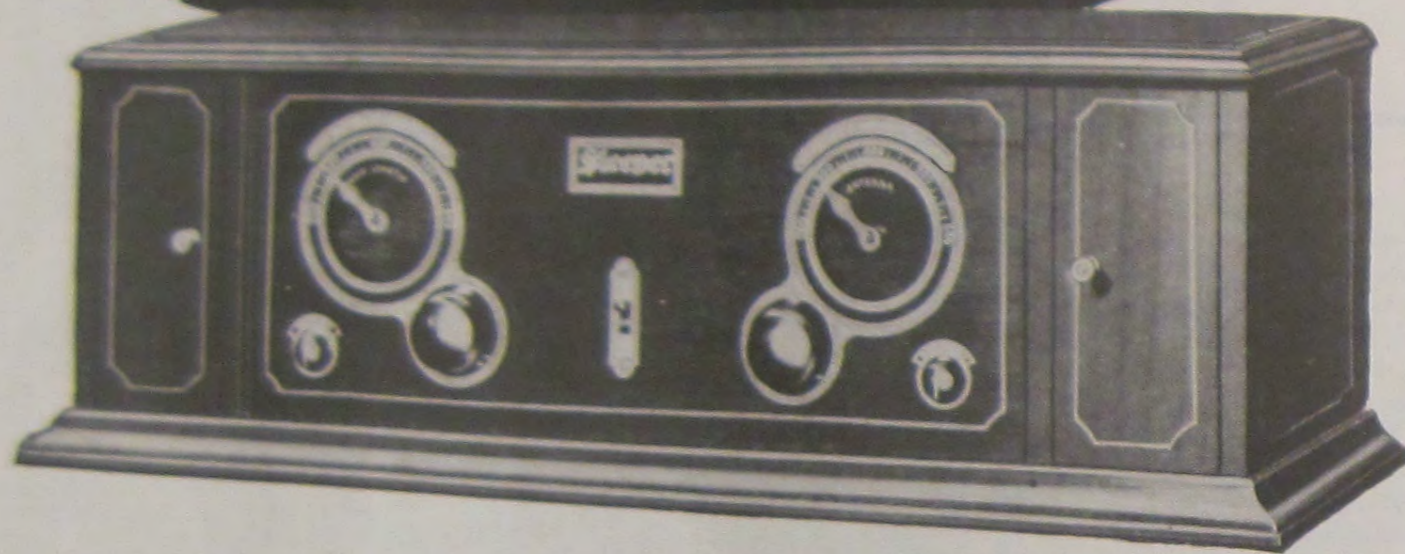


Unipower operates from alternating current, 110-125 volt—60 cycle. It is supplied in two types. The 4-volt type is for sets using U V 199 tubes or equivalent and retails for \$35.00. The 6-volt type is for sets using U V 201-A tubes or equivalent and retails for \$40.00. West of the Rockies, prices are slightly higher.

Unipower

Off when it's on—On when it's off

Here is the new
Scout
Sleeper \$75!



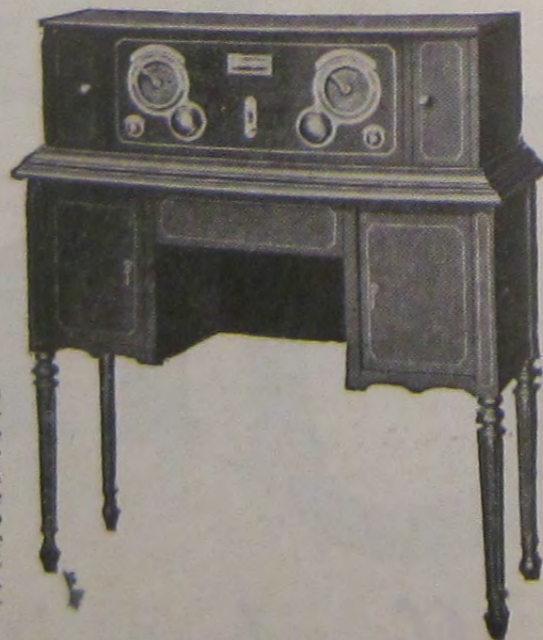
The Sleeper Line

REG. U. S. PAT. OFF.

NEW AND GREATER VALUE

- on sheer merit, the new Sleeper models will be the fastest selling, most profitable radio sets of the season
- powerful five-tube tuned radio frequency sets built to exacting Sleeper specifications
- a novel and highly efficient method of stabilization
- two controls recessed in silver etched panel
- improved reduction gear control to permit finest tuning for distant stations
- indirect lighting over the tuning scales
- the cabinets are exquisite pieces of furniture, of dark two-toned wood

- thirty-five inches long, eleven inches wide and eleven inches high (sixteen inches high with built-in loud speaker).
- by every standard of comparison, appearance, performance, dependability and length of service, **THERE ARE NO BETTER RADIO SETS.**

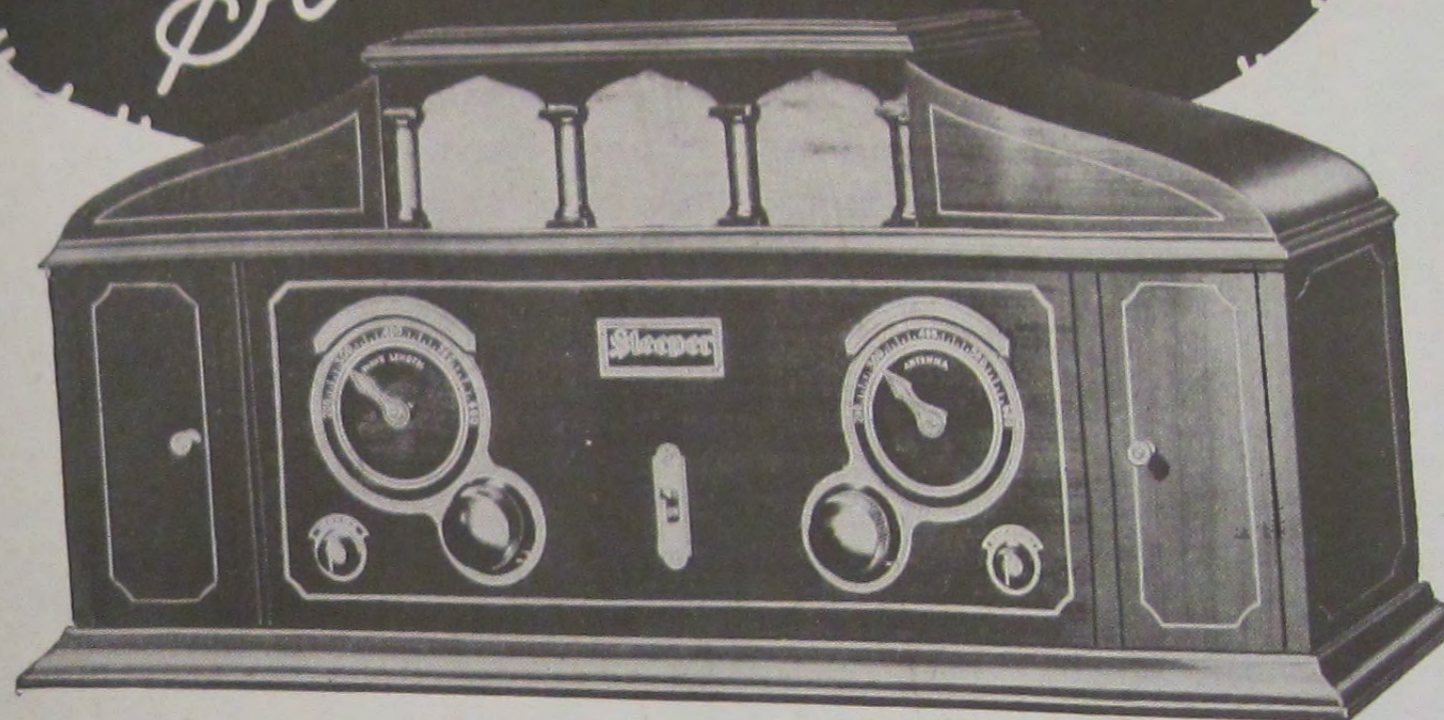


The Sleeper Scout With Console Table, \$110

The graceful proportions of this combination will appeal especially to women buyers. The table has a compartment for "A" battery and charger with switch for instantaneous change to charger. A convenient radio installation that will harmonize with the furnishings of almost any living room or library. A sure and fast selling combination at the low price of \$110.

Super RADIO Reception

Here is the new
Serenader
Sleeper \$100!



The Sleeper Plan

REG. U. S. PAT. OFF.

EXCLUSIVE AND GREATER PROTECTION

- exclusive territory and sales rights are granted to Authorized Sleeper Dealers
- by the first manufacturer of radio sets to adopt dealer protection as a permanent sales policy

—by a plan that has been constantly broadened as experience directed through a considerable period of practical operation

—until it is now the safest, fairest and most profitable plan under which a radio retailer can operate

—it offers (1) price protection, (2) exclusive territory, (3) fullest co-operation and (4) a generous expenditure of advertising money in the territories where Sleeper merchandise is for sale

The Sleeper line is sold only by regular appointed jobbers and enfranchised dealers.

- our dealers are protected against near-by competition, against cut prices and other illegitimate and unfair business practices

Your territory may be open. Send the coupon today for literature and full details of our sales plan.



The Serenader with Console Table, \$135

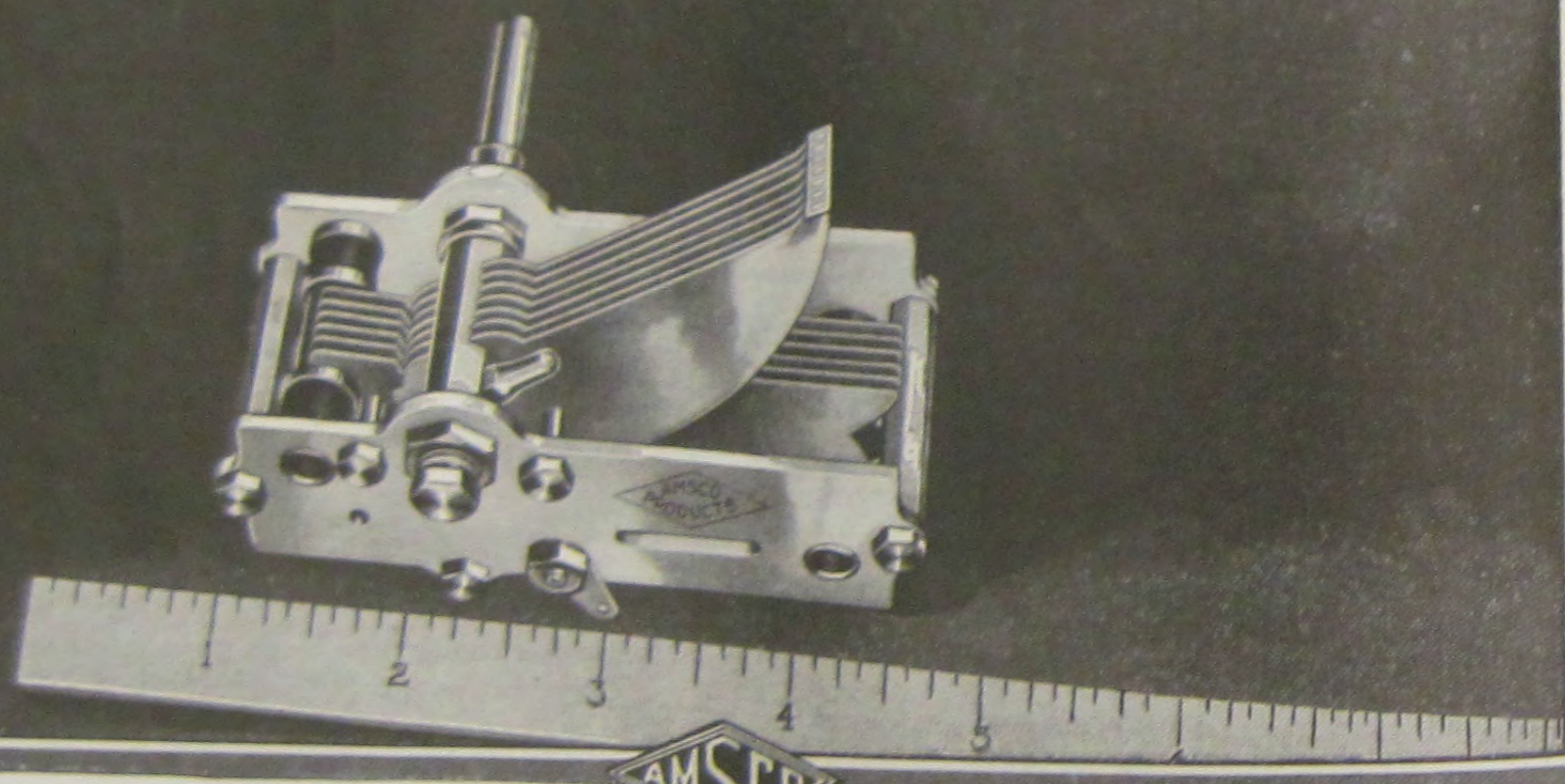
Table may be had separately at \$35. It supplies the wanted element of convenience that is increasingly demanded by the public. No one could want a finer radio ensemble than the Serenader with console table. The low price of \$135 exerts a powerful appeal.

SLEEPER RADIO CORPORATION
439 Washington Ave.
Long Island City,
New York

Sleeper Radio Corporation,
6th & Washington Aves.,
Long Island City, N. Y.

We are interested in handling the new Sleeper line, as exclusive Authorized Dealers in the city of.....
Send full details of your sales plan.

AMSCO ANNOUNCES A SPACE - SAVING S.L.F. CONDENSER



Solved! The space problem of the straight-line frequency condenser. The new AMSCO Allocating Condenser is ingeniously designed to save room in the cabinet—yet spreads the stations evenly around the dial, according to frequency. Greatly improves the selectivity of the set—and simplifies tuning. Three sizes—Single or Siamese.

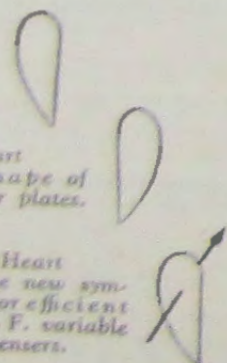
Ask your dealer—or write Dept. N

AMSCO PRODUCTS, INC.
Broome and Lafayette Streets, New York City
MAKERS OF MELCO SUPREME RADIO RECEIVERS

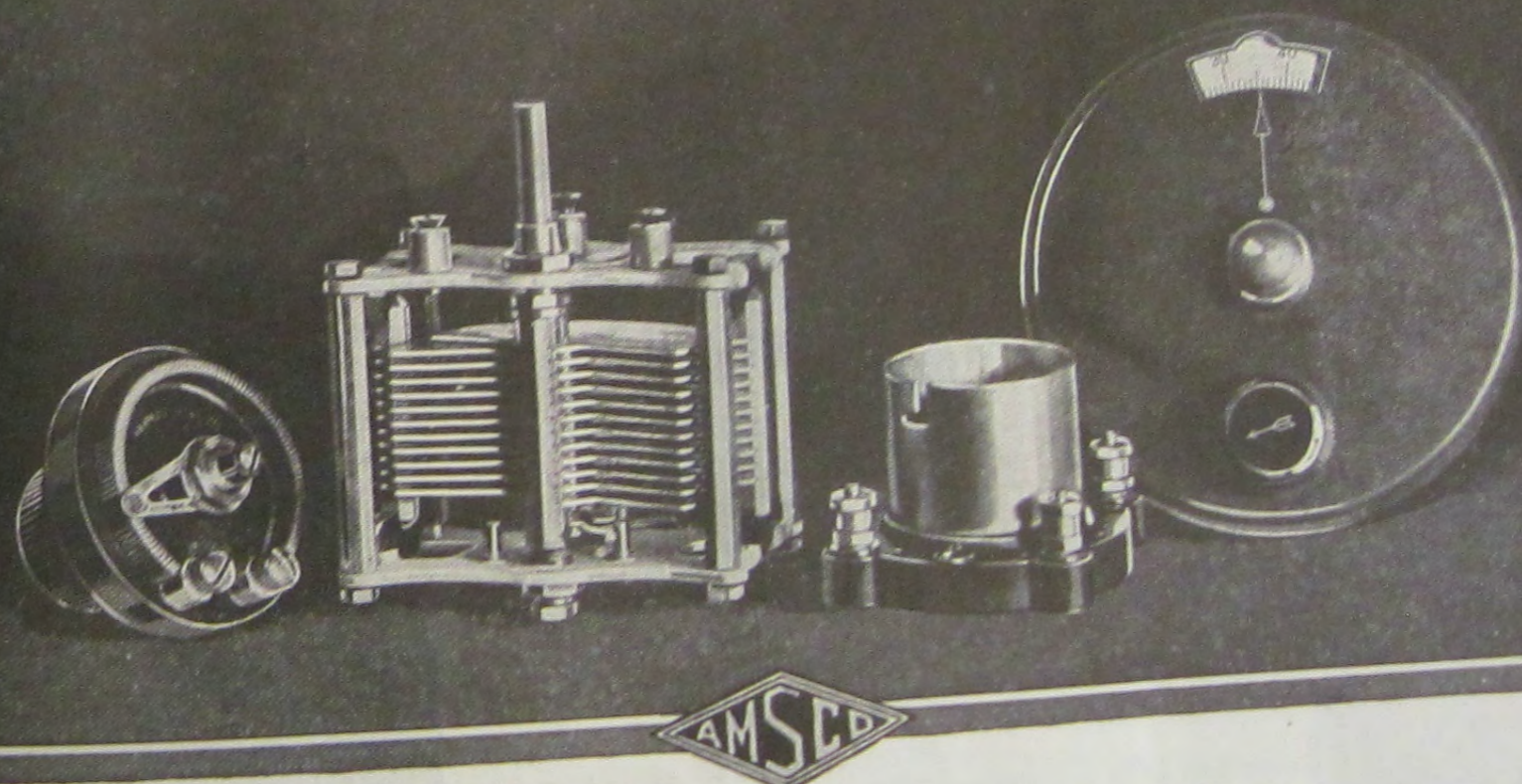
Half a Heart
—is the secret.

Half a Heart
—is the shape of
the rotor plates.

Half a Heart
—is the new sym-
bol for efficient
S. L. F. variable
condensers.



AMSCO PRODUCTS ARE SPECIFIED BY STROMBERG-CARLSON FREED- EISEMANN PRIESS RADIO

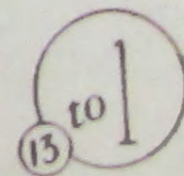


Set builders who strive for electrical and mechanical perfection inevitably come to AMSCO. Look behind the panel of the finest sets, and you will find the AMSCO trademark, the sign of *engineered* radio parts. Standardize on AMSCO Condensers, Vernier Dials, Rheostats, Potentiometers, Sockets and Binding Posts—each the best that can be made, and made to match each other.

Ask your dealer—or write Dept. N

AMSCO PRODUCTS, INC.
Broome and Lafayette Streets, New York City
MAKERS OF MELCO SUPREME RADIO RECEIVERS

NEW—The AmSCO
Vernier Dial—at a
popular price. The
right ratio for pre-
cision tuning.



RADIO RETAILING, A McGraw-Hill Publication

THE SUPREME ACHIEVEMENT



No. 60, Chest Model.....\$80.00
Size, 21 1/2 x 11 1/2 x 10 inches

The AIRO-MASTER cabinets are predominating features — combined with the new and improved AIRO-MASTER Receiver, present a combination of an ideal radio set and an attractive piece of furniture. AIRO-MASTER is in a complete range of models to satisfy every demand.

The rigid standards of design, materials and workmanship give AIRO-MASTER the place as the outstanding receiver today regardless of price. Every AIRO-MASTER is tested for broadcasting reception before shipment. The circuit is the highly refined Tuned Radio Frequency — two stages of radio detector—and two stages audio.



No. 75, Concert Model.....\$75.00
With Thorola Unit
Size, 22 1/2 x 11 1/2 x 18 inches

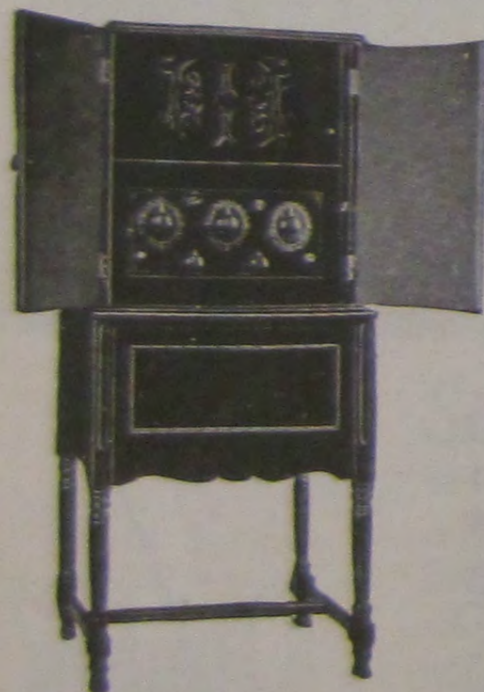
AIRO MASTER is distributed thru exclusive jobbers within allocated territories, thereby eliminating unfair competition and assuring clean profits and sales, without the necessity of price cutting. If your jobber cannot supply you, write to us the name of your nearest distributor. Full particulars and catalog will be sent you on the line representing

Airo-Master
5-Tube
Radio Receiver



Radio's Sterling Values.

(Battery cords are standard equipment on all models)



No. 150, Console Highboy.....\$150.00
With Thorola Unit
Size, 24 x 15 1/2 x 32 inches

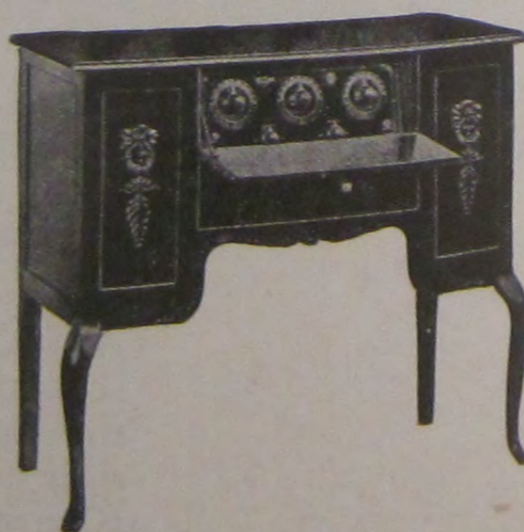
SALES BRANCHES

ATLANTA, GA.
American Electric Lamp Co.
176 Spring Street

TOLEDO, OHIO
R. S. Lynn
803 Spitzer Building

MINNEAPOLIS, MINN.
La Salle Electric Supply Co.
Tribune Annex

SAN FRANCISCO
Factory Sales Agencies Co.
693 Mission Street



No. 130, Console Table.....\$130.00
With Thorola Unit
Size, 42 x 17 x 39 inches

Manufactured and Guaranteed by

AIRO-MASTER CORP., 227-239 W. 17th St., New York, N. Y.
BOSTON, CHICAGO, PITTSBURGH, ATLANTA, TOLEDO, MINNEAPOLIS, DENVER, SAN FRANCISCO



Watch the A-C DAYTON Dealers this year!

Retailers of A-C DAYTON Sets will go after business this year armed with the most remarkable merchandising method yet developed for radio—a method which organizes their radio departments along proven lines, which assures the personal success of every individual dealer.

It is a plan of business management as well as sales. It puts radio selling on the same highly organized basis as the automobile. It is flexible enough to be used by every type of radio dealer. The book, The Master Radio Salesman, is the backbone of this plan which exhaustively covers the entire field of radio selling.

A-C DAYTON shoots straight with its dealers. A-C DAYTON Receivers have an established reputation for performance. The line is compact and saleable and will be intensively advertised. This year A-C DAYTON dealers will set a national standard for successful radio retailing.

*It is a big story for progressive dealers.
Let us give it to you.*

THE A-C ELECTRICAL MFG. COMPANY
Dayton, Ohio

Makers of Electrical Devices for More Than Twenty Years.

A-C DAYTON RADIO

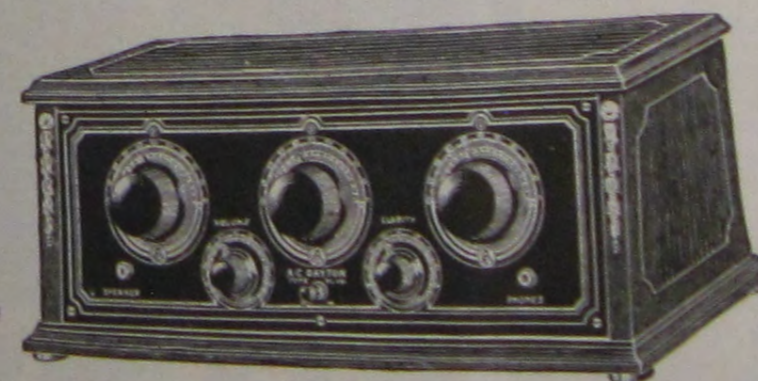
"For the Man Who Believes His Own Ears"



Below is a partial list of main chapter headings in The Master Radio Salesman. The book is full of selling helps and proven merchandising plans.

1. Choosing The Line.
2. Building The Prospect List.
3. The Demonstration and Close.
4. Improving Merchandising Methods.
5. Selling Radio to the Farmer.
6. Training Salespeople.

This remarkable book, complete in itself, is but a part of the A-C DAYTON plan this year.



The A-C Dayton XL-10 Standard Cabinet, in two tone mahogany.
\$115.00 (\$120 Denver and west.)

Fill out this coupon or clip it to your letterhead and mail it without delay. Get the complete particulars of the A-C DAYTON line and remarkable sales plan. Get ready for a big

The A-C Electrical Mfg. Co., Dayton, Ohio.
Gentlemen:—Send me the story for A-C DAYTON dealers this year, with complete description of the A-C DAYTON line and merchandising plans.

Name
Street Address
City..... State.....

The new price is

now
\$28.50
list

(Including Special Tube)

Slightly Higher West of the Rocky Mountains

This, and new discounts, certainly mean a jingling cash register from B-Liminator sales

You can safely recommend B-Liminators to your best customers. They have been put through every possible test in various radio laboratories and have been unqualifiedly endorsed everywhere by radio publications, newspapers and users—thousands being in daily use. Hundreds of letters have come to us, unsolicited, telling, not only of B-Liminator convenience as compared to B batteries, but of improved reception as well.

With these present users telling their friends about B-Liminators, the advertising which we have already done in the Saturday Evening Post and newspapers, plus the advertising which we will do this year, B-Liminators certainly will move fast—especially if you get behind them. You be one of the dealers who will make money out of B-Liminators this year.

In addition to our advertising, we'll help you with window and counter display cards; also ask us for folders; and don't forget, put B-Liminators where your customers can see them in your window and about your store, and ask your jobber about the new discounts.



Patented May 15, 1923

TIMMONS RADIO PRODUCTS CORP.
Germantown, Philadelphia, Pa.

TIMMONS Radio Products

Both "A" and "B" radio power from your house current

One switch controls everything

~your "A" power
~your "B" power
~even the radio set itself



Philco Socket Powers are plugged right into a lamp or wall socket. They transform alternating current into the smooth, hum-free, direct current necessary for radio reception.

One switch controls everything—"A" power, "B" power, even the radio set itself. No recharging to think about—no dry cells to replace. Simply snap the one switch "ON" and "OFF."

Equally important—there are no filaments to burn out—no moving parts to get out of order—no hum—no distortion—no falling off in reception. As dependable as your electric current and turned on just like an electric light.

Think what this means to the thousands of persons who have held off from buying radio sets because of real and imaginary difficulties involved in their operation. They will buy now!

You can obtain Philco Socket Powers from your Jobber or Wholesaler. Order now or write to us for complete details.

PHILADELPHIA STORAGE BATTERY COMPANY
Philadelphia

PHILCO

RADIO "A" AND "B" SOCKET POWERS

Philco also builds a complete line of rechargeable storage batteries for radio.

Philco Standard "B" Battery—a complete Adam-brown mahogany-finish replacement for 90 volts of dry cells. Price, \$19.85.
Philco "A" Batteries in acid-tight glass cases—for dry cell tubes, \$8; 6-volt tubes, \$16.
Philco "A" Batteries in panelled rubber cases, \$14.85 up.

Philco Radio Batteries are Dynamic—DRY but CHARGED. Their life doesn't start until you pour in the electrolyte. You handle them as easily as radio tubes or Victrola Records.

For Storage Battery Tube Sets—

While Philco "A" and "B" Socket Powers may be purchased separately, they should be used together for the greatest possible convenience. Plug the "B" into the "A" and the "A" into a light, wall, or base socket. The one "A" switch then controls everything—"A" power, "B" power, even the radio set itself. Nothing else to do. No dry cells to replace—no thought about recharging. Easy as turning on an electric light.

Philco Socket Power "A" for 50-60 cycle 105-125 volt alternating current \$42.50

Philco Socket Power "B" for 50-60 cycle 105-125 volt alternating current 47.50

For 25-40 cycle, 105-125 volt alternating current 52.50

For Dry Cell Tube Sets—

Buy Philco Socket Power "AB." "A" and "B" power built in one attractive mahogany-finished case—controlled by one switch. No hum—no distortion. Costs only one cent per day to operate. Supplies as high as 130 volts of "B" current. Ideal for Radiola Super-Heterodyne.

For 50-60 cycle 105-125 volt alternating current \$65.00

For 25-40 cycle 105-125 volt alternating current 68.50

It Speaks for Itself

GUARANTEE

The Snyder Speaker is guaranteed to give satisfaction. We will repair or replace, without charge, any speaker or part which proves itself defective within one year from the date of sale.



A Better Speaker —at a fairer price!

\$30.00 quality for \$18.00. That's the big story of the Snyder Speaker. Satisfied customers pay a fair price. You profit accordingly.

And back of the quality are thousands of experiments and months of preparation. The result is a beautiful reproducer—graceful and well balanced. Its acoustic curve is perfect. Its finish—a special rich brown blend—will match any furniture decoration.

The amplifying unit is automatically adjusted. It compensates for variations in tone and volume due to change in temperature. The diaphragm is spring controlled and will not work loose.

Match the Snyder against any speaker in your store selling up to \$30.00. Every Snyder is guaranteed.

Order now, thru your own jobber. Cold weather is coming—get your speaker business on the Snyder—one model, one size, one finish. The "easiest" line to carry.

HOMER P. SNYDER MFG. CO.
Little Falls, N. Y.

Snyder Speaker

For Faithful Re-creation



It's Here!

AT LAST Aero B is ready for the radio world. This perfected "B" Battery eliminator—which actually does the work of a fully charged "B" Battery on all tube sets—is now ready for Radio Jobbers and Dealers.

Aero B is not "just another "B" Battery eliminator" rushed on the market to meet a demand. It is a carefully developed tube rectifying "B" Battery eliminator that has been slowly and painstakingly perfected by skilled radio engineers. It has been thoroughly tested by both professional experts and amateurs on all types of radio sets. Skeptics have been convinced by its consistently faultless results on sets that have proved the stumbling blocks of other eliminators.

The results achieved with Aero B have been remarkable. It is a "B" Battery elim-

inator that every jobber and dealer can depend upon to back up his reputation.

Aero B is built and backed by The Glenn L. Martin Co. who have been building radio equipped aircraft for the U. S. Army, Navy and post office department for years. This precision work, necessitating the most careful fabrication to the high government standards, has developed an organization noted for its skilled craftsmanship—an organization with sixteen years reputation for square dealing and quality precision work.

Jobbers and dealers will find in Aero B a new standard of saleability. Write for complete details now. Try Aero B on any set you choose and let it prove its efficiency to your satisfaction by actual test.

List
\$42.00

Sold only through the best, recognized jobbers

THE GLENN L. MARTIN COMPANY, Cleveland, Ohio
Radio Division

AERO B

B BATTERY ELIMINATOR

SUN guaranteed Radio Receivers



Mr. Dealer!

Do Not Fail to Investigate the

SUN

"Direct to the Dealer" Franchise

Finest Materials.
Excellent Workmanship.
Beautiful Cabinets and Panels.
Efficient and Selective.
Four Tubes do the work of Six.
Long Distance Reception.
Operating Cost Exceedingly Low.
Exceptional Tone Quality.
Moderate in Price.

Which Means
A Satisfied
Customer For You!

Write TODAY
for
Further Details
and Long Profit
Discounts

SUN MANUFACTURING CO.

Incorporated
728 So. 26th Street, Louisville, Ky.

It's loop operated!

the NEW—

Priess

TRADE MARK
STRAIGHT EIGHT

—an eight tube, loop operated receiver
having unexcelled distance getting
ability



Console Model
of the Priess Straight Eight
A handsome two-tone, inlaid,
Walnut Console Cabinet with
built in loud speaker, enclosed
loop rotated by a knob on the
panel and ample size compart-
ment for all batteries.
List Price, including loop and
Loud Speaker, but with-
out other accessories . . . \$285

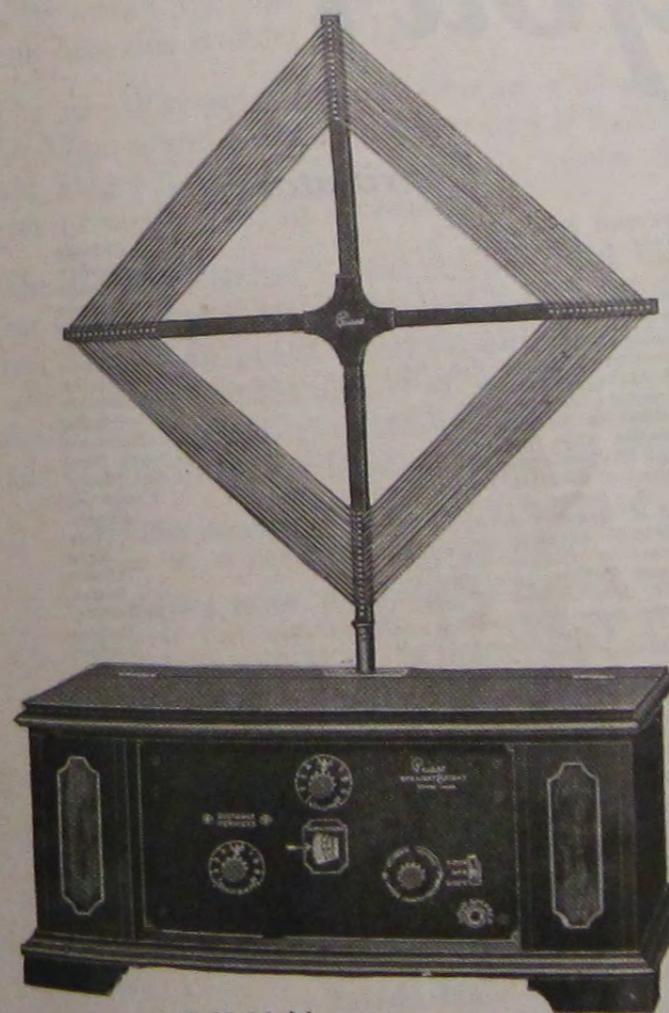


Table Model
of the Priess Straight Eight
A two-tone inlaid, Mahogany
Cabinet with battery compart-
ments on each side. Equipped
with patented collapsible all
bakelite, low loss loop.
List price, complete with loop,
but without access-
ories \$175

THE Priess Straight Eight was built and de-
signed primarily for great distance reception.
A new patented principle in radio design is used
that gives the Priess Straight Eight a greater en-
ergy amplification before the detector than any
other set.
Here are the distinctive Priess features that offer
Priess dealers no class competition:—

- Loop operated,
- Eight tubes,
- 5 stages of radio frequency, before the detector,
- Single tuning control with visible wave length indicator graduated in one meter divisions,
- Tunes in a station only on one point—no harmonics,
- No locally manufactured static from oscillating tubes,
- Sensitivity control,
- Volume control,
- One control for filament and cutting in or out audio stages,
- Enclosed loop in console models operates by knob on panel.

The Priess sales policy gives full and complete dealer protection against unfair competition, price cutting, price reduction, and dumping surplus stock on the market which, together with our liberal dealer discount, insures real, legitimate profits.

The loop operated Priess Straight Eight permits you to sell the lightning shy prospect; to sell the antenna forbidden apartment dwellers; to sell on demonstration while your competitor is erecting the antenna that consumers consider a nuisance.

Write or wire us immediately for dealer reservation so that we may arrange the earliest possible demonstration of this wonder set by our jobbers in your territory. As we are limiting our dealer franchises according to the size of trading areas, we suggest that you act immediately.

PRIESS RADIO CORPORATION

693 BROADWAY NEW YORK, N.Y.

RADIO RETAILING, A McGraw-Hill Publication

THE TUBE WITH A SENSIBLE GUARANTEE

REG. U.S. PAT. OFF. SUPERTRON A GOOD TUBE.



\$2.00

All for You!

A Good Tube

Produced by a responsible organization, who know how. Unusual profit—rigid policy, local and national advertising A sensible guarantee—each tube serial numbered. At the public demand retail price \$2.00 each—ALL TYPES.



U. S. A. \$2.00 Canada 2.75

Distributors

- List of distributors including: Fireside Radio Set Co., Yahr & Lange Drug Co., The Hopycraft Co., Sorenson Lamp Co., Hippee-States Auto Sup., Orr Bros., Radio Dealers Sup. Co., Western Light & Fix. Co., Franklin Elec. Sup. Co., Keystone Radio Dist. Co., Allentown Radio Dist. Co., Goodwin Auto Sup. Co., Fort Wayne Iron Store, Swanson Electric Co., A. Baker & Son, M. H. Johnson Electric Co., Hinckell Electric Co., American Phonograph Co., Rosen Talking Machine Co., Balt. Hub Wheel & Mfg. Co., Cycle Auto Supply Co., H. D. Taylor Co., Hamburg Bros., Reynolds Radio Co., Burr-Fowler, Ed. J. Goetz Co., Elgin Radio Corp., Alberta Radio Co.

FACTORY BRANCHES THROUGHOUT THE U. S.

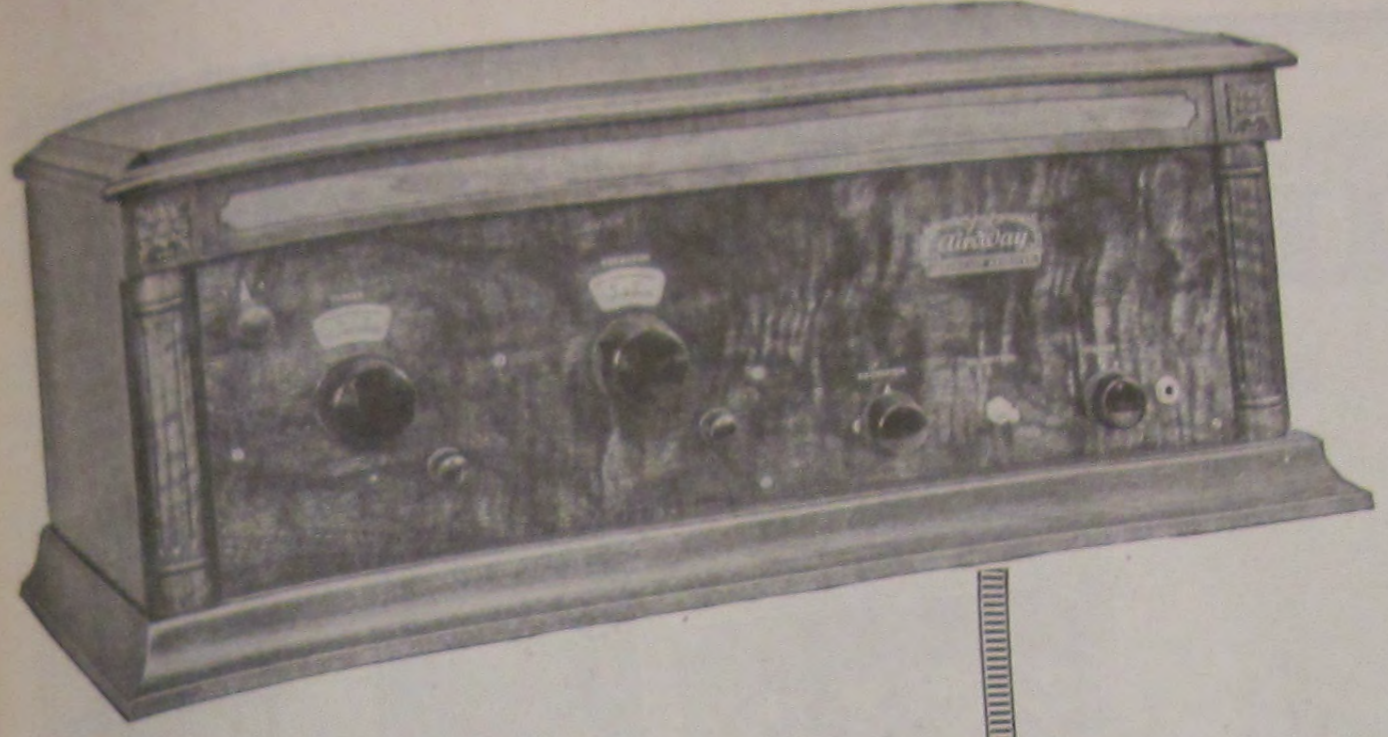
SUPERTRON MFG. CO. Hoboken, N. J.

Export Division, 226 E'way, N. Y. City.

Exhibiting at National Radio Exposition Grand Central Palace Sept. 12-19

SUPERTRON

A SERIAL NUMBER GUARANTEE



Insuring Success for the Air-Way Dealer by Insuring Satisfaction for the Air-Way Owner

Air-Way is making it worth while for the dealer to make sure that every Air-Way receiver sold delivers to its owner the full measure of superlative value built into this wonder radio.

The Air-Way sales plan is unique, exclusive with Air-Way, sound and constructive and it builds better and bigger business for the dealer upon the bed rock of satisfaction in ownership.

The radio dealer has a local responsibility that none but himself can meet. That radio dealer who serves best is going to profit most regardless of the set he sells. Here is what Air-Way is doing to help the dealer measure fully up to his local responsibility and to cash in on his local sales opportunity:

- A radio receiver that will out-point any set at any price in a parallel demonstration. A selling price that enables the Air-Way dealer to sell this set to the great big moderate price market as well as to the limited high price market. A sales plan that compensates the dealer for making sure of owner satisfaction in every sale.

The radio dealer who sells Air-Ways is going to live long in his market and prosper. Get the details.

AIR-WAY ELECTRIC APPLIANCE CORPORATION

Toledo, Ohio Export Department, 220 Broadway, New York, N. Y.



\$98.50

AIR-WAY Model 61

Cabinet of selected American Walnut of beautiful grain with deluxe rubbed finish. It is 29 1/2 inches long, 11 1/2 inches high and 15 inches deep, providing ample space for standard "B" batteries. A tuned radio frequency set with four stages of resistance coupled amplification. A demonstration proves its superiority. Test it with any set in today's market.

AIR-WAY ELECTRIC APPLIANCE CORPORATION, Toledo, Ohio.

Please send me data and prices covering the new Air-Way Radio Receivers.

Firm Name Address Your Name

Super-Ducon



Type 800 operates on a house current of 110 to 125 volts, 60 cycles. List price, \$47.50.

Perfected with specially designed
RCA Tube

EVERY radio fan knows the results he gets when his "B" battery is at its best. The Super-Ducon gives him this top-notch volume *all* the time.

The Super-Ducon replaces the "B" battery, operates from the light socket—and it is absolutely noiseless when properly installed.

As now furnished the Super-Ducon has a specially designed RCA tube—Rectron U.V. 196. Order a Super-Ducon from your jobber and try it on your own set—then you will see why you should stock them.

Tested and listed by the National Board of Fire Underwriters.

Dubilier

CONDENSER AND RADIO CORPORATION



JOS. W. JONES, inventor and manufacturer of world reputation, who has to his credit over 300 patents granted by the U. S. Patent Office.

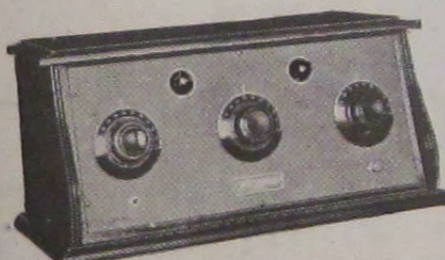
"They told me it couldn't be done, so I DID it!"

Jos. W. Jones

A Triumph of PRECISION—a Revelation in Performance—an Achievement in VALUE!

WHEN Jos. W. Jones produced his first standardized, precision-made Radio Receiver, experts proclaimed it to be the greatest achievement in the history of radio reception. And it was! But Jones wasn't satisfied. He said it could be improved. They said it couldn't. So he went to work and *showed* them.

To Retail at
\$75

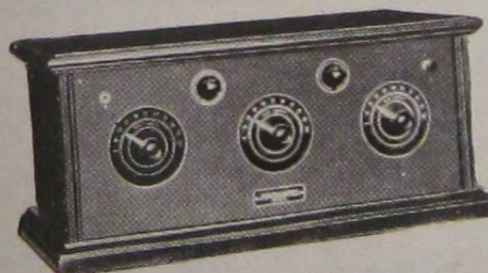


Model J-75 S. P.

Without accessories
 5-tube, tuned radio
 frequency receiver

The result of his untiring zeal and energy in the perfection of Radio Reception is shown in the new 1925 line of Standardized, Precision-Made Receivers which bear his name. This line is complete—comprising seven new and beautiful models at \$75, \$100, \$125, \$150, \$175, \$250 and \$475.

To Retail at
\$100

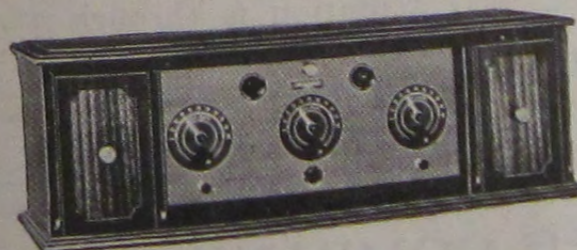


Model J-100 B

Without accessories
 5-tube, tuned radio
 frequency receiver

Each is a masterpiece—each an unbeatable value—each a triumph of PRECISION, producing that perfect harmony in every part which has heretofore been lacking in even the highest-priced radio receivers on the market today.

To Retail at
\$175



Model J-175

Without accessories
 6-tube, tuned radio
 frequency receiver

Write or Wire for Franchise Terms
 YOU'LL find the Jos. W. Jones Franchise the fairest, squarest agreement ever offered a merchant to sign. The Jones square-deal Policy protects you against the evils of price-cutting and loss of consumer confidence. It offers you a nationally-advertised line, backed by a strong organization that is able and willing to HELP YOU SELL.

Other models, with handsome radio tables, with and without built-in loud speaker. Also De Luxe Model in richly finished upright cabinet to harmonize with the furnishings of the most sumptuous mansion.

JOS. W. JONES RADIO MFG. CO., Inc., 40-46 West 25th St., New York

JOS. W. JONES

TRADE MARK

STANDARDIZED PRECISION-MADE RADIO RECEIVERS

Absolute freedom from all self-made noise makes Jewett performance a revelation. Due to the Jewett Clarifier (Patent applied for) there is no B-Battery current in the telephone circuit.



PROCEEDING, step by step, along the path of deliberate and consistent progress, the Jewett Radio & Phonograph Company now offers a Receiver reflecting, in its every detail, that originality and close approach to perfection which you have so thoroughly enjoyed in the Jewett Superspeaker.

Deliveries are being made to pre-arranged schedule. Distribution is through wholesalers and retailers who are under direct contract, with full territorial protection.

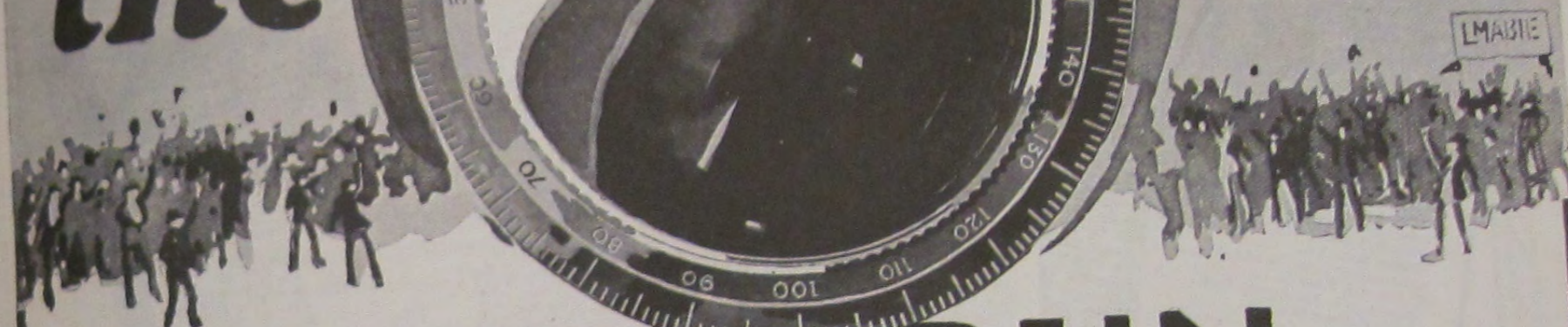
JEWETT RADIO & PHONOGRAPH COMPANY
5696 Telegraph Road Pontiac, Michigan



ANNOUNCING

the

new



RATHBUN STRAIGHT LINE FREQUENCY CONVERTER

THE modern radio receiver has abundant tone, volume and power — now it may have *perfect, simplified control.*

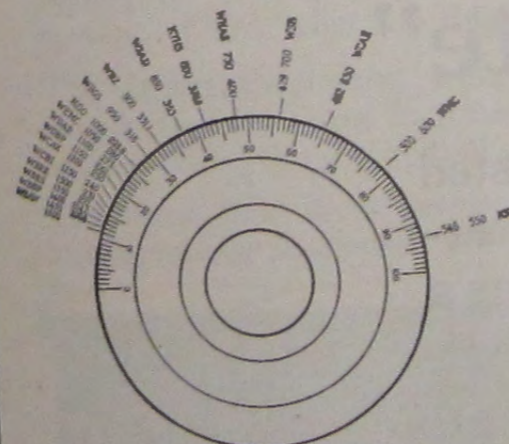
The Rathbun Straight Line Frequency Converter is adapted for use on your receiver—every receiver—without change of equipment—except the condenser dials. Each station is given a

distinct reading at a uniform distance from the next. Real logging becomes a fact. The stations are distributed with flawless precision over 360° — one complete revolution of the Dial. There is no limitation or crowding as on controls using only half a dial. Radio control is simplified.

The Rathbun Straight Line Frequency Converter provides straight line frequency tuning with ordinary capacity condensers. It is interchangeable with any condenser—on any receiver. It is sold with the guarantee of reliability and satisfaction attached to all Rathbun Radio Apparatus.

Dealers—*This is your opportunity to sell a radio product with a real demand. Stock this entirely new accessory now for the season's trade. Every set owner is a prospect.*
Write us today.

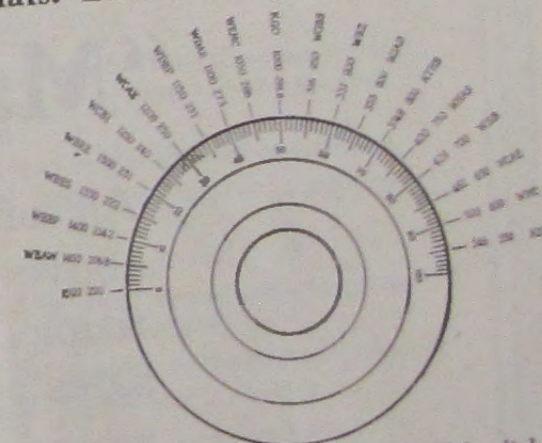
Rathbun Manufacturing Co., Inc.
Jamestown New York



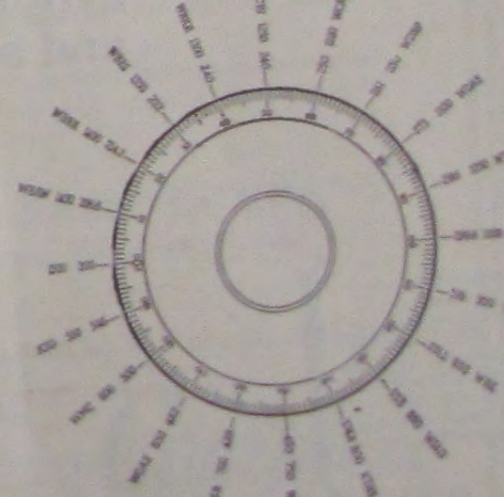
Stations indicated in kilocycles and wavelengths showing crowding with an ordinary capacity condenser.



Stations partially separated and tuning slightly improved with a Straight Line Wave Length Condenser.



Practically even separation over half the dial with a Straight Line Frequency Condenser.



Complete and equal separation of stations over the entire dial with the Rathbun Straight Line Frequency Converter.

BAKELITE

TRADE MARK REG. U. S. PAT. OFF.

Write for Booklet 39

Manhattan Elec. Supply Co. New York City	Manhattan Elec. Supply Co. New York City
Melroe Radio Corp. New York City	Melroe Radio Corp. New York City
National Co. Inc. New York City	National Co. Inc. New York City
National Lead Co. New York City	National Lead Co. New York City
Nelson Co. New York City	Nelson Co. New York City
Patent Tool Co. Inc. New York City	Patent Tool Co. Inc. New York City
Paramount Radio Corp. New York City	Paramount Radio Corp. New York City
Parkin Mig. Co. New York City	Parkin Mig. Co. New York City
Pioneer Radio Corp. New York City	Pioneer Radio Corp. New York City
Polymer Mig. Co. New York City	Polymer Mig. Co. New York City
Prater & Co. Inc. San Rafael, Calif.	Prater & Co. Inc. San Rafael, Calif.
Preferred Radio Products Co. New York City	Preferred Radio Products Co. New York City
Q. T. Radio Products Co. New York City	Q. T. Radio Products Co. New York City
Radio Mig. Outlet, Inc. New York City	Radio Mig. Outlet, Inc. New York City
Radio Panel & Parts Co. Inc. East Orange, N. J.	Radio Panel & Parts Co. Inc. East Orange, N. J.
Radio Products Co. Jersey City, N. J.	Radio Products Co. Jersey City, N. J.
Radiophone Equipment Co. New York City	Radiophone Equipment Co. New York City
Raven Radio Mig. Co. Inc. Chicago, Ill.	Raven Radio Mig. Co. Inc. Chicago, Ill.
Rialand Mig. Co. Philadelphia, Pa.	Rialand Mig. Co. Philadelphia, Pa.
Robbins Radio Mig. Co. Albany, N. Y.	Robbins Radio Mig. Co. Albany, N. Y.
H. G. Sall Co. Chicago, Ill.	H. G. Sall Co. Chicago, Ill.
Saugamo Elec. Co. San Francisco, Cal.	Saugamo Elec. Co. San Francisco, Cal.
Spartan Mig. & Sales Co. Inc. Chicago, Ill.	Spartan Mig. & Sales Co. Inc. Chicago, Ill.
Spaulding Fiber Corp. Springfield, Ill.	Spaulding Fiber Corp. Springfield, Ill.
Spee Dee Specialty Co. New York City	Spee Dee Specialty Co. New York City
Squires Radio Corp. Tonawanda, N. Y.	Squires Radio Corp. Tonawanda, N. Y.
Televox Corp. New York City	Televox Corp. New York City
United Radio Mig. Co. Brooklyn, N. Y.	United Radio Mig. Co. Brooklyn, N. Y.
Valley Elec. Co. New York City	Valley Elec. Co. New York City
Walbert Mig. Co. New York City	Walbert Mig. Co. New York City
John F. Walsh & Co., Inc. St. Louis, Mo.	John F. Walsh & Co., Inc. St. Louis, Mo.
Brooklyn, N. Y.	Brooklyn, N. Y.

100 Radio Manufacturers say "Made of Bakelite"

All of the radio manufacturers listed above mention Bakelite in their advertising. They recognize its strength as a sales appeal to the radio public. Dealers everywhere will profit through giving prominence to radio panels, parts and sets plainly marked "Bakelite".

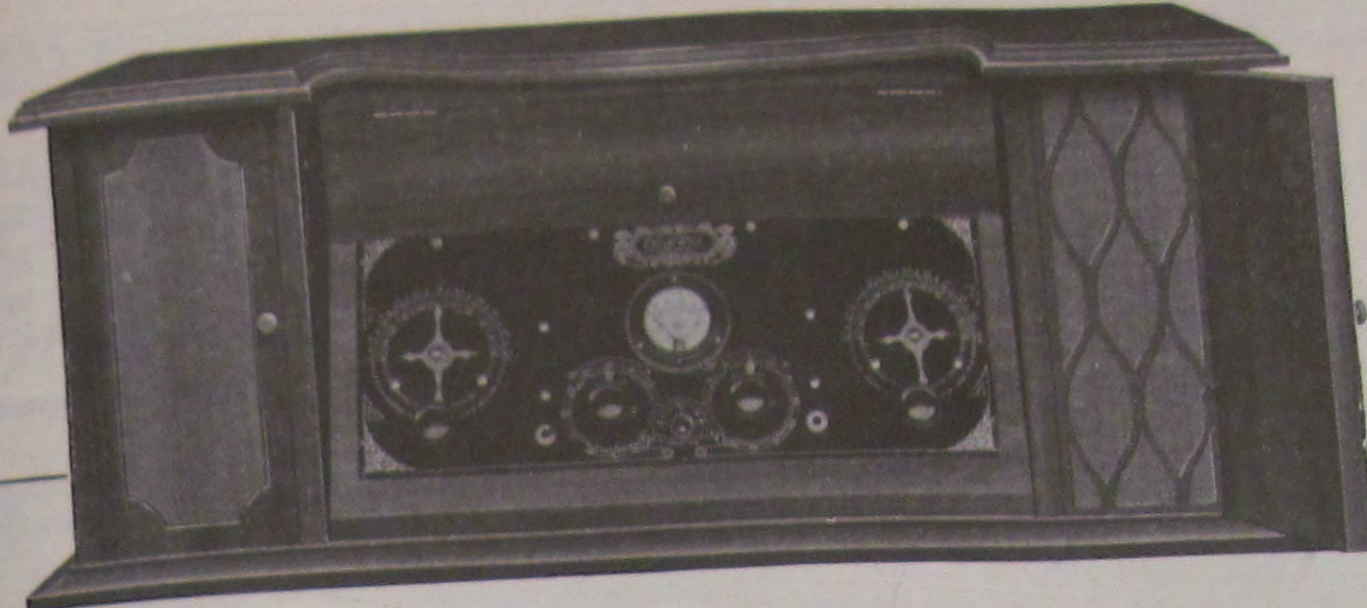
Write for Booklet 39

BAKELITE CORPORATION
 247 Park Avenue, New York, N. Y.
 Chicago Office: 636 West 22nd St.



Bakelite is an exclusive trade mark and can be used only on products made from materials manufactured by the Bakelite Corporation. It is the only material which may bear this famous mark of excellence.

THE MATERIAL OF A THOUSAND USES



The NEW and BETTER Radio

Clearitone complete radio sets represent the logical development of radio—sold complete by a reliable manufacturer with tested tubes, batteries contained in the cabinet, loop and loud speaker. There is nothing extra to buy!

- Model 91 Built in Loud Speaker.....\$200
- Model 90 Detached Loud Speaker..... 185

Here at last is a set that requires no antenna or ground wire, and that really performs. It gives you loud speaker volume over great distances. It does everything you expect a radio receiving set to do.

A wonderful new proposition for the dealer! It is above the fierce competition on ordinary five tube sets—and because it is sold absolutely complete—occupies a field of its own.

The dealer can easily demonstrate it anywhere. There is no bother and lost time and expense putting up a temporary aerial or ground connection. Think what a selling advantage that is!

The set has seven tubes which before shipment are all carefully tested in the set where they will be used. Everything is hooked up and ready to go.

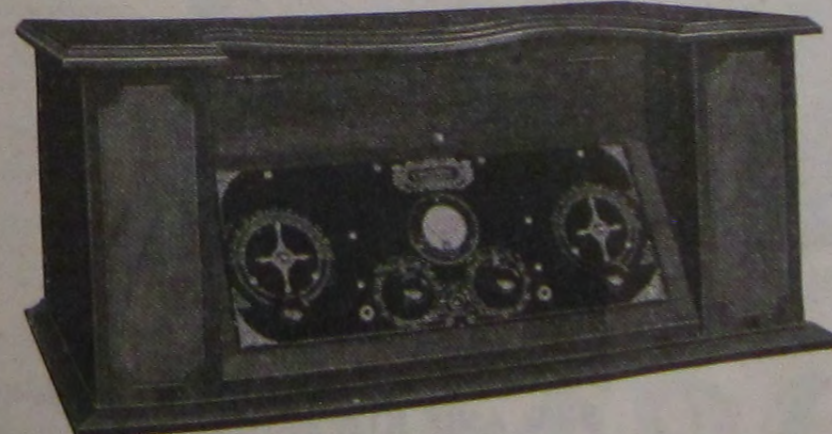
You know how much service trouble you have had because of poor tubes, wrong connections and

defective accessories on sets sold piecemeal. This new idea will eliminate much of that. This is a wonderful set for everybody. It has a special appeal to the farm—because it uses dry batteries—and in the apartment house because it requires no aerial. Costs less than good sets sold separately.

Write or wire now for our new selling plan which eliminates many of the difficulties you have had.

Facts About Clearitone Complete Radio Sets

- 1—Sold complete in every detail with radiotron tubes, Ray-O-Vac batteries, loop and loud speaker. Nothing extra to buy.
- 2—All batteries are dry and self contained in cabinets.
- 3—Seven UV-199 tubes with low current consumption.
- 4—Two dial control—simple to operate.
- 5—Can be demonstrated or used anywhere—because it is more movable than a phonograph.
- 6—Functions on loop. No outdoor antenna necessary.
- 7—Clearer reception with loop—less interference.
- 8—"B" Battery consumption 40% less than an ordinary five tube receiver—therefore Batteries have at least twice the life.
- 9—Nine dry cell Batteries provide ample "A" Battery capacity—long life.
- 10—Entirely new Audio Frequency transformer design—Clearest tone possible—Compare tone quality with any other receiver.



The CLEARITONE RADIO COMPANY
 2429 Gilbert Avenue, Cincinnati, Ohio

CLEARITONE Complete RADIO SETS

Resistance Coupling Low Retail Price



Control of Selectivity Master Cabinet Work

\$80

\$80

The ELKAY Super-Selector 5 Tube Set \$80

Compares Favorably with Any Set at Any Price Price Maintenance Guaranteed—A Square Deal For All

EXCLUSIVE TERRITORY

We assign exclusive territory for distribution of our improved ELKAY five-tube Super-Selector.

This set compares favorably in appearance, selectivity, volume, distance and tone quality with any set at any price. Lists for eighty dollars.

It has one stage RF, detector, one stage of transformer coupled amplification and two resistance coupled amplifiers. Only two dials. Station logging is exact. Perfect control over oscillation. A radio frequency choke permits the same smooth operation on the low wave lengths as on the high. There is also a control over the degree of selectivity. This is a distinct departure—an ELKAY invention—and is of extreme importance to dealers selling in territories close to B. C. centers.

We guarantee to maintain prices and discounts during the winter of 1925-26.

We guarantee satisfaction.

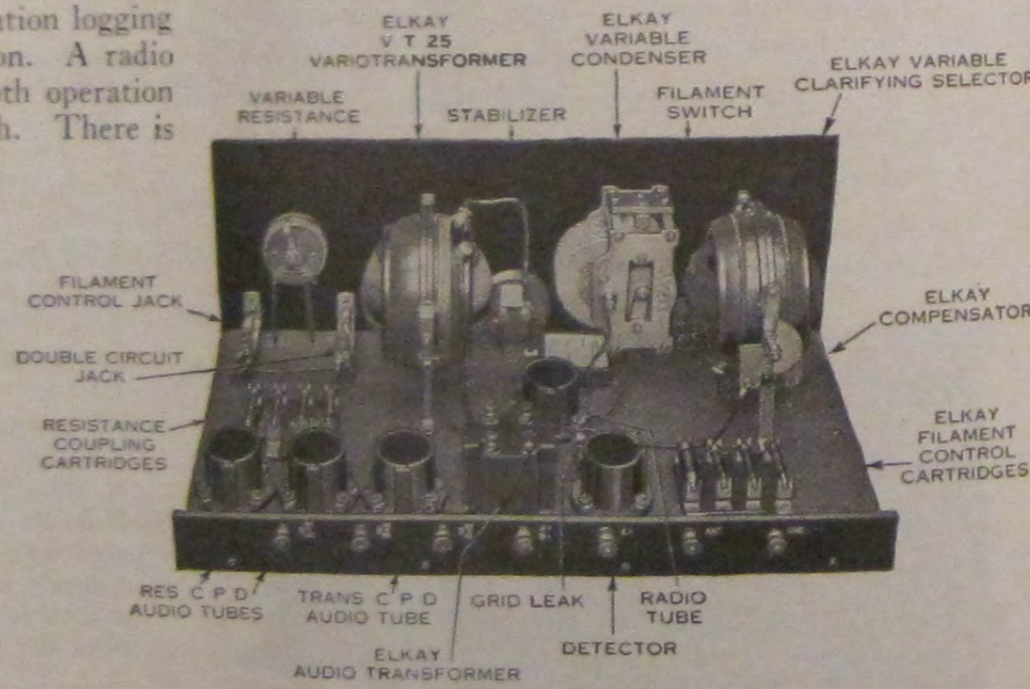
We refuse to deal with the gyp or cut price houses.

If interested, write on your letterhead.

The Langbein-Kaufman Radio Co. 511 Chapel St., Dept. M., New Haven, Conn.

SOME REASONS WHY THE ELKAY IS FAR AHEAD

Operates on either dry cells or storage batteries. Uses either UV 201-A type or UV 199 type tubes without change of construction details of wiring. Any kind or arrangement of tubes. Changed from one type of tube to any other in less than 30 seconds. It has a selectivity control. Its patented CLARIFIER, not alone filters out extraneous noises, but clears up muffled signals to full brilliancy. A remarkable new development. It uses less B Battery current. Its volume is full, equal to any set; controllable at will. A good distance getter. Tonal fidelity is its strongest characteristic. There is absolute control over oscillation. Low wave lengths can be brought in just as easily as the high. The logging of the stations is fixed and exact.



SET AND KIT PRICES

Type 4-S Four Tube Set	\$70.00
Type 5-S Five Tube Set	80.00
Type 4-K Four Tube Kit	60.00
Type 5-K Five Tube Kit	65.00

An LK Product

TUNERS

ELKAY

SETS, KITS

And Now SHAMROCK SPONSORS A Complete Line of Six Tube Radio Sets!

Thousands of Radio dealers know the year-after-year dependability of any Radio product bearing the Shamrock name.

Over a million Radio fans have tried and tested the famous Shamrock Standard Parts and Shamrock Kits.

Now Shamrock has produced a complete line of Six-Tube Super-tuned Radio Frequency Sets—in both table and console models which are real profit makers for Dealers who have been fortunate enough to secure the exclusive Shamrock Protected Selling Franchise.

A PROTECTED Sales Policy—that Really Protects

The Shamrock Selling Franchise is given only to Dealers of unquestionable Reputation.

Shamrock Territorial Allotment is exclusive and all rights rigidly enforced.

Shamrock Factory Production is based on a definite pre-determined output, a real assurance of price stability.

Shamrock Dealer Discounts are uniform and insure a consistently substantial profit on each Shamrock Sale.

Shamrock National Advertising

A constructive Sales-Building Advertising Campaign has been planned to increase the Fall Profits of Shamrock Dealers. This campaign will cover the entire country through newspaper and Saturday Evening Post circulation. The Shamrock Protected Selling Franchise has attracted representative dealers everywhere—You may get in on the ground-floor—Now! Write today. Use the coupon.



De-Luxe Table Model (One or Two Dial Control)

Duo-Tone Satin Finish French Walnut Cabinet, exquisitely designed, with space for A and B Batteries. Six Tube Super-Tuned Radio Frequency Circuit, employing Two stages Tuned Radio Frequency, One Detector and Three stages of resistance-coupled Amplification. List Price (without accessories) \$95.00 slightly higher West of the Rocky Mts.



Shamrock Console Grand (One or Two Dial Control)

The Supreme achievement in radio construction. Magnificently finished in the popular Duo-Tone French Walnut effect. Built-in Loud Speaker and ample A and B Battery space. Six Tube Super-Tuned Radio Frequency Circuit employing Two stages of Tuned Radio Frequency, One Detector and Three stages of resistance-coupled Amplification.

List Price (without accessories) \$160.00 Slightly higher West of the Rocky Mts.



Consolelette (One or Two Dial Control)

Beautifully finished Duo-Tone French Walnut Cabinet. Built-in Loud Speaker and ample space for A and B Batteries. Six Tube Super-Tuned Radio Frequency Circuit, employing Two stages of Tuned Radio Frequency, One Detector and Three stages of resistance-coupled Amplification.

List Price (without accessories) \$130.00 Slightly higher West of the Rocky Mts.

SHAMROCK RADIO SETS

Makers of Famous STANDARD SHAMROCK PARTS 196-206 Waverly Avenue Newark, New Jersey

SHAMROCK MANUFACTURING COMPANY

Dept. A108, 196-206 Waverly Ave. Newark, New Jersey

YES—I am very much interested in securing the Shamrock Exclusive Selling Franchise. Send complete details.

Name _____ Street _____ City _____ State _____



ARE ^{Jones} MULTI-PLUG EQUIPPED

THE STANDARD SET CONNECTOR

SIMPLICITY
of Operation and
Demonstration

CONVINCES
Prospects

SATISFIES
Customers

For the convenience and safety of your customers and yourself leading set manufacturers have adopted Jones Multi-Plug as standard equipment, and we submit for your reference a partial layout of these products.

Affording a plug and socket connection between the radio and all outside contacts A and B batteries, ground and antenna, Jones Multi-Plug is as essential to the radio as the cord and socket to the electric iron.



You can demonstrate one or a number of sets from one set of batteries as all Multi-Plugs are interchangeable. Eliminate messy wiring, complicated connections, danger of shorting and burned out tubes.

Handle radios multi-plug equipped. Equip those you now have with our type BP, adaptable to any set.

MANUFACTURED AND GUARANTEED BY
HOWARD B. JONES
618 S. Canal Street Chicago, Illinois



USE MULTI-PLUGS

Pfanstiehl

Introduces

6-Tube OVERTONE Receiver

With Translucent Station Finder

LAST year Pfanstiehl perfected the Overtone Receiver—an accomplishment of the first importance, which radio engineers had vainly attempted hitherto. He did so by eliminating all clashing of radio energy inside the set, thereby insuring a smooth, forward flow of the radio stream from circuit to circuit. The super vibrations of radio energy are thus kept intact, exactly as received, and there is no blurring or marring of the resulting overtones which bring out the beauty of voice and music.

This year he went a step further. He still further protected the overtones by an overtone loudspeaker inbuilt and sympathetically adjusted to the receiver itself. Modulation is made perfect. Even through a detached speaker the tone was far superior to any other obtainable in long distance reception. Now it is supreme.

Single Dial More Efficient Than Any Multiple Control

His single dial control immeasurably simplifies radio. It will give it a new popularity with the great mass of home users who are inexpert and dislike complicated tuning. It has been made possible by the very same mastery of radio energy in and between circuits which perfected overtone reception. With no leakage of energy to disturb the electrical characteristic of the radio stream on its way through each circuit, THERE ARE NO INEQUALITIES. Each circuit is electrically like every other—ALL tuned by one turn of the Pfanstiehl system, no efficient one dial control is possible in a radio frequency set. Stray energy and the devices employed to neutralize it create inequalities in the circuits which THEN REQUIRE SEPARATE TUNING.

Without the simple, equalized circuit of the Pfanstiehl system, no efficient one dial control is possible in a radio frequency set. Stray energy and the devices employed to neutralize it create inequalities in the circuits which THEN REQUIRE SEPARATE TUNING.

It thus becomes apparent how important an advance Pfanstiehl made in simplifying the radio frequency circuit and eliminating all compensating or neutralizing devices. It made possible perfect overtone reception, simple and dependable operation and now—single dial control.

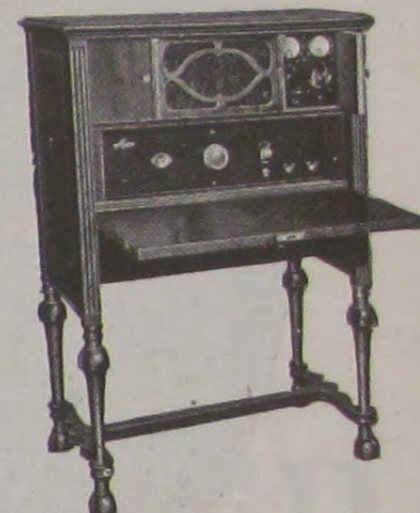
Actual Wave Length GLOWS from Illuminated Dial—No Scale Necessary

An unique feature of the overtone panel in all models is the illuminated station finder disc which revolves with the tuning knob and registers in actual wave-lengths rather than in arbitrary numbers. The disc is concealed except for a small opening in the panel where the wave-length appears, the disc being translucent and illuminated from behind. Extremely convenient; enables tuning to be done in the dark; shows whether power is on or off; adds a brilliant touch to the panel assembly. Panel is of wood, five ply construction, finished like rest of cabinet. Much handsomer than bakelite or rubber. Control and volume dials of inlaid wood. All exposed metal parts gold plated.

An Exclusive Franchise

The Pfanstiehl line is sold through exclusive dealers and jobbers who are thus protected against unfair competition and price cutting. Whatever good-will the dealer or jobber builds up for Pfanstiehl is his own. He enjoys a liberal profit and is expected in return to push the line aggressively with the co-operation of the maker.

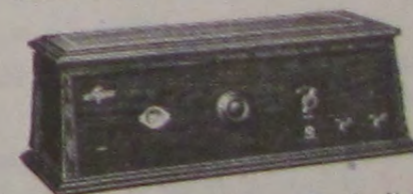
For further details, address
PFANSTIEHL RADIO COMPANY
11 South La Salle Street, Chicago, Illinois
Prices West of the Rockies Slightly Higher



MODEL 10C—A complete 6-Tube Single-dial Console Receiver with Overtone Speaker, Control Board, Battery Charger and Compartments for Battery built in. Price \$450.00 (less tubes and batteries).



MODEL 10S—Overtone Single-dial 6-Tube Receiving Set with demountable Console Stand. Overtone Speaker built in. Price \$200.00 (less tubes and batteries).



MODEL 10—An Overtone Single-dial 6-Tube Receiving Set. Price \$155.00 (less accessories).



MODEL 8—A low priced 3-Dial 5-Tube Receiving Set, Pfanstiehl quality throughout. Price \$85.00 (less accessories).

ALSO
MODEL 8C—Two-dial 5 Tube Receiving Set, demountable from console stand, permitting use on floor or table. Overtone Speaker built in. Price \$135.00 (less tubes and batteries).



Grecian Model

See our exhibits at both New York Radio Shows Sept. 12th to Sept. 19th. Booth 37 at the 258th Field Artillery Armory. Booth 38 at Grand Central Palace.



Some territories for both jobbers and retailers still open. Write.

Pathé
REG. U.S. PAT. OFF.



CONE LOUD SPEAKER

Exquisite in tone
Exquisite in design
Exquisite in workmanship

PATHE PHONOGRAPH AND RADIO CORPORATION
DEPT. 30
20 GRAND AVENUE, BROOKLYN, N. Y.



\$25

West of Rockies, \$26.50
In Canada, \$35

The SAAL
Soft SPEAKER
combines volume with a velvet tone

IN BUYING a radio reproducer your customers need no longer choose between volume and tone quality. You can now sell them a speaker with both. The Saal Soft Speaker combines volume with a velvet tone.

SAAL Jr.

The same in every respect as the Saal Soft Speaker, except it measures 18½ instead of 21½ inches in height.

\$20

West of Rockies, \$21.00
In Canada, \$27.50



The Saal Soft Speaker Unit is an example of the care with which the entire speaker is manufactured. The diaphragm is connected to the armature by a pin which transmits the action of the armature to the diaphragm as a push and pull movement. There are no springs to snap the diaphragm back into place. This explains why the unit cannot be blasted and does not get out of order. In attaching the pin to the diaphragm it is threaded for a nut. These threads, 200 to the inch, are finer than a jeweler's standard.

The Saal has no blare, no blast, no metallic ring. It is not a fad. It is a faithful reproducer of radio programs. It is properly constructed for the accurate reproduction of sound. It is not straight-necked like a trumpet. The neck is curved like a saxophone, the most melodious of all instruments. From the reproducing unit to the edge of the bell is one unbroken taper—one even, unbroken enlargement of sound.

The Saal Soft Speaker is made to last a life-time. The neck is of aluminum. The bell is of genuine Bakelite. There is no wood,

no tin, no composition. It has nothing to warp, crack, wear out or deteriorate. The reproducing unit is of all-metal construction, and cannot be harmed or "blasted" by the loudest receiver. It maintains its tone with any volume. There is no adjustment knob to complicate tuning.

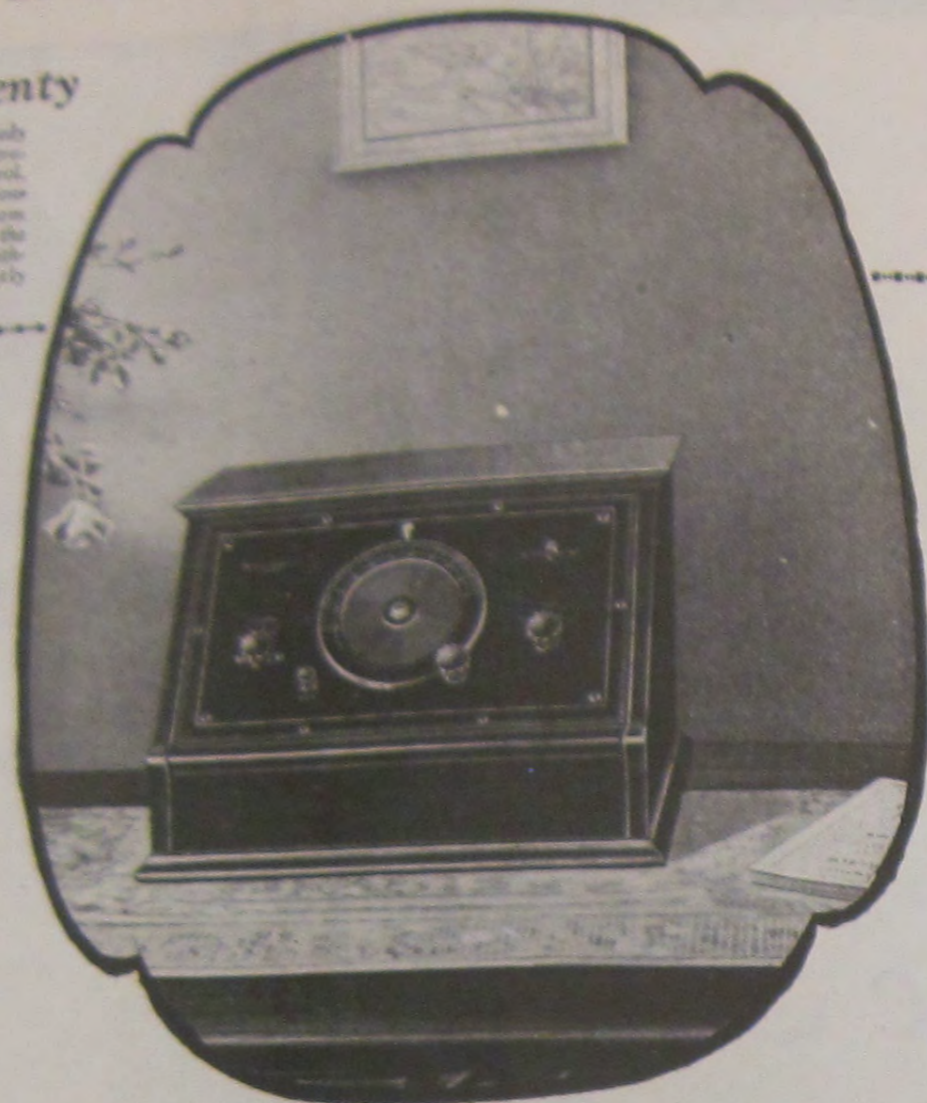
In appearance the Saal, with its large black bell, black crackle throat and graceful lines is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra.

The Saal Soft Speaker is manufactured by a company long experienced in the music business. It is guaranteed to give the user satisfaction. It is thoroughly advertised. A large plant insures prompt delivery. Order through your jobber. Jobbers write to us.

SAAL *Soft* **SPEAKER**
VOLUME WITH TONE QUALITY
Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.

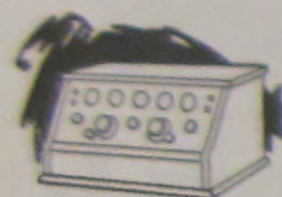
Model Twenty

A new one-dial Kennedy combining simplest operation with accurate control. All broadcast stations conveniently separated from one end of the dial to the other. Lists at \$20.00, without accessories. Slightly higher west of Rockies.



Royal Sixteen

A completely self-contained set, including superb reproduction with full-throated tone chamber, all built in one. Lists at \$25.00 (without accessories). Slightly higher west of the Rockies.



Model Fifteen

The outstanding performer in the radio field. Only two dials for tuning. Highly selective, with tone pure, natural and life like. Price \$120.00 (without accessories). Slightly higher west of the Rockies.



Royal Speaker

Model Six-Thirty
A console speaker de luxe enclosed in mahogany cabinet with beautifully grained front. Lists at \$40.00. Slightly higher west of the Rockies.



Speakers

Embodies the same reproducing unit used in the Kennedy Royal Speaker. Two sizes. Model Six-Ten, 12 in. bell, \$20.00. Model Six-Twenty, 15 in. bell, \$25.00. Slightly higher west of the Rockies.

Radio Dealers are Flocking to this Highly Attractive Radio Line

Radio dealers! Model Twenty is the latest addition to the famous Kennedy line. It's a real seller—combines royal radio reproduction with one dial and accurate control . . . This new 5-tube receiver features a special Kennedy development. Its 5" dial is so arranged that all stations are conveniently separated over the entire scale, even those whose wave lengths are ordinarily "jammed" together. This feature, added to its high selectivity, makes Model Twenty the ideal instrument to operate and the ideal instrument to sell.

Model Twenty is every inch a Kennedy—designed, engineered and manufactured to those high standards that make all Kennedy receivers stay sold and free from "come-backs" or excessive service.

Real Protection for You in the Kennedy Franchise

The Kennedy Dealer Protective Franchise offers every radio dealer a real working goal. It grants him exclusive sales privileges in his own community—protects him against encroachment, unfair competition, overlapping, dumping, "gyp" practices and other evils that have menaced the radio trade . . . Get full details on the Kennedy Protective Dealer Franchise—take the road to permanent radio success.

Colin B. Kennedy Corp. . . 2019 Locust St. . . St. Louis, Mo.

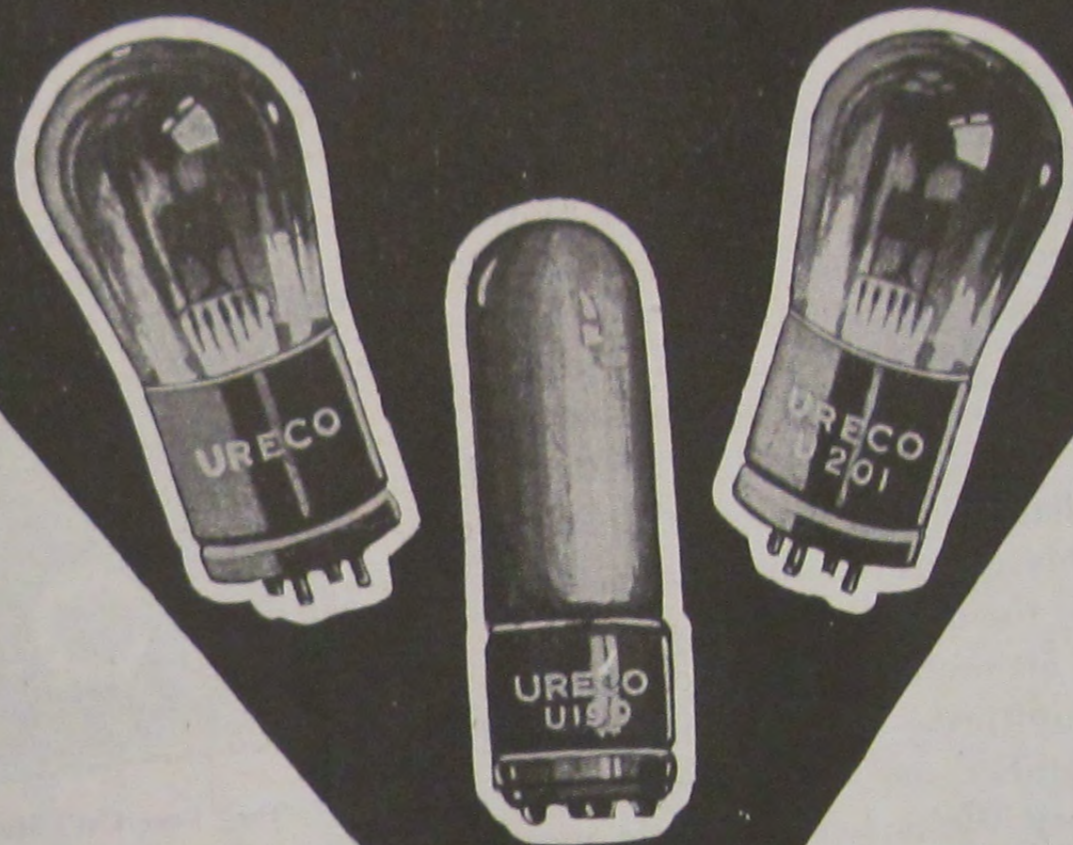
KENNEDY



Colin B. Kennedy Corporation, 2019 Locust St., St. Louis, Mo.
You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line.

NAME ADDRESS CITY STATE

The heart of the radio set



URECO

Tests highest in the laboratory

URECO is the second largest selling radio tube on the market.

Here are four reasons for URECO success:

1. An honest, stand-up tube, with all the efficiency that world-famous radio engineers can build into it.
2. A manufacturing organization, with the stability of financial soundness.
3. A scientific merchandising plan that provides generous profits and full protection to both jobber and dealer.
4. A sales-promotion service that speeds up the dealer's re-sale.

Ask your jobber.

United Radio & Electric Corp.
418-426 Central Ave., Dept. 19 Newark, N. J.

The Dealer Saves

his former servicing losses

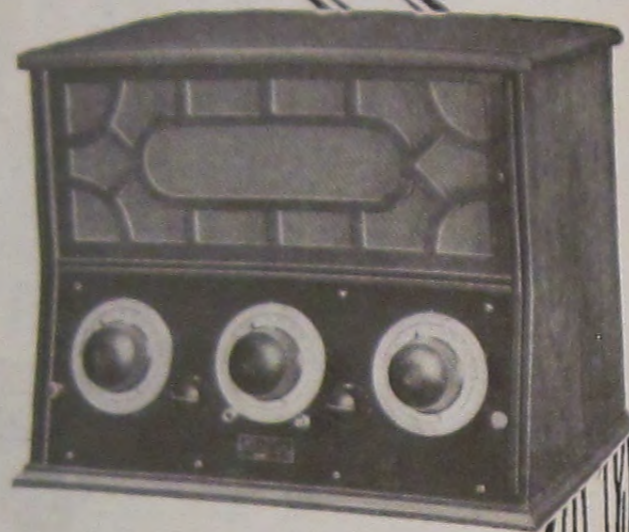
THE Wells Bear Cat does more than give satisfaction to the customer—it also gives satisfaction to the dealer. In successful selling there is an iron-bound rule that the dealer must think of the customer. In the Wells Bear Cat we have made that rule 100% possible. But, consider this carefully, the Wells Bear Cat thinks of the dealer.

First of all the design and construction has been simplified—then the selling has been simplified and also the servicing end. Every Wells Bear Cat sale means an appreciable saving of service cost at the time of sale and after the sale.

Here is a complete unit, an all-in-one package that the dealer sells just like he would a phonograph. The customer simply takes his Wells Bear Cat home and connects to antenna and ground.

Each set is complete in its own case. No inconvenience of a storage battery. Here is a dry tube success that obtains in an exceptional way, tone—selectivity—long range and volume.

Write for particulars of our franchise to jobbers and dealers. Exclusive distribution.



The "Bear Cat" Model 5
Price \$110.
With built-in loud speaker.
Size 20 1/2 x 16 1/2 x 14 3/4 inches.



The "Bear Cat" Model 50
Price \$95.

Same as Model 5, except without built-in loud speaker.
Size 20 1/2 x 12 3/4 x 14 3/4 inches.



The Wells Radio Mfg. Co.
2710-12 N. Ashland Ave., Chicago, Ill.



The Wells BEAR CAT

THE DRY TUBE SUCCESS

September 19, 1925

Different

Liberty

The cabinet contains a complete radio which may be removed and carried like a suitcase.

set for the entertainment of their guests. The portable Operadio in its extremely smart carrying case is complete in itself and harmonizes with the most beautiful surroundings. In this form it is now being used in thousands of homes. And for those who desire it, the distinguished walnut cabinet shown above is available for housing the set in a furniture model with the convenience of absolute portability.

Before you decide on a radio set, see and hear the Operadio which offers every advantage of any set on the market, and so much besides. Leading dealers handle the Operadio and will gladly demonstrate it in your home.

Radio as you have hoped it would be! Radio of the finest quality. Simple, powerful, reliable and so convenient that it may be enjoyed anywhere—indoors or out, upstairs or down.

That is the Operadio—a complete, compact, self-contained receiver with loudspeaker, six tubes, batteries, loop and all parts fitted into a case of unbelievably compact proportions. No aerial or outside connections of any kind are required.

A single hearing will convince you that its performance is far ahead of any radio set you have ever heard. Performance of such superb quality and reliability that the Drake, Roosevelt, Ben Franklin and many other leading hotels chose this set for the entertainment of their guests.

The Operadio idea was conceived sixteen years ago when J. M. Stone built the first successful self-contained radio receiving set, using a loop to carry the aerial in a wire coil. The accompanying sheet shows made from a photo, published in 1910.

Mail this coupon for full particulars

THE OPERADIO CORPORATION, Dept. A
8 So. Dearborn St., Chicago, Ill.

Please mail me illustrated booklet giving full particulars of Operadio and their distinctive features.

Name _____
Address _____
City _____

THE OPERADIO CORPORATION
8 South Dearborn Street
Chicago, Illinois

OPERADIO

The Original Self-Contained Radio

Dealers— This is the first of a series of full-page national advertisements starting in September and appearing with great frequency all through the selling season. Read it—then write or wire for particulars of the valuable Operadio franchise.

THE OPERADIO CORPORATION, 8 South Dearborn Street, Chicago, Ill.



This is the new Model "B" A five-tube radio frequency receiver

List price \$47.50 without accessories

Description

Light colored mahogany cabinet, ebony edges, three-ply veneer walnut front panel 7 1/2" x 19"

The first essential to big sales is a price that enables the biggest number of people to buy, and performance which will give satisfaction to the eventual consumer.

The "Distantone Five," Model A and Model B, at the remarkably low price of \$37.50 and \$47.50, are without question the biggest radio value out of the entire field.

Yet price is not the only dominant factor behind Distantone's vast sales.

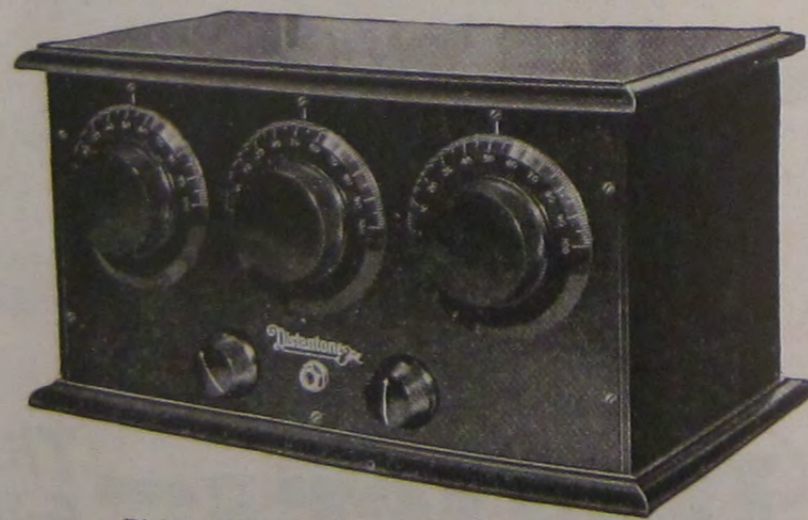
The Distantone Five A FIVE TUBE TUNED RADIO FREQUENCY RECEIVER

ON DISPLAY AT THE SECOND RADIO WORLD'S FAIR - Booth 7, Section 4

Where can you find a sales proposition like this?

The Distributors' and Dealers' propositions behind these models are attractive. These receivers are built upon a foundation of Responsibility to our customers.

Model "A" \$37.50 List price without accessories

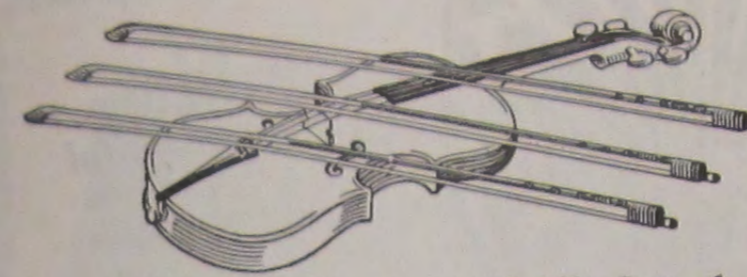


Richly finished Mahogany cabinet, polished control panel 7x14 in. with interior apparatus shelf, arranged so that only the vacuum tubes and tuning condensers are visible.

Distributors wanted in some territories

DISTANTONE RADIOS, INC. LYNBROOK, LONG ISLAND, N. Y.

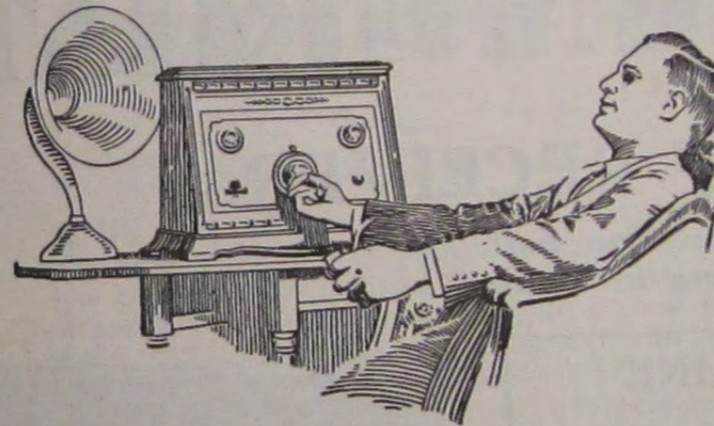
Something to Think About Mr. Radio Dealer!



This is a fiddle. It is a funny fiddle. It is played with three bows. Why? Frankly, we do not know.



This is a radio. It is like the funny fiddle. It operates with three dials. It was probably made for a man with three hands. We haven't seen him. Have you?



Now here is another radio. It has only one dial. It is made for people like you and me. People who consider radio something to hear, not just to twiddle.

This one-dial radio is called the Mohawk. It will do anything any three-dial radio will do. And a lot more! It will make more women want radios, as well as more men . . . There is only one simple dial to tune.

What do your customers seek in a radio? Selectivity? Distance? Volume? Beauty of tone?

Faithfulness of reproduction? They cannot ask for more than the Mohawk gives. All these fundamentals plus unmatched simplicity!

Mohawk engineers did it. They found a way to balance the condensers—to synchronize them perfectly. Mohawk, with only one dial, is as well balanced as the best three-dial set made.

This great Mohawk achievement is being widely advertised in The Saturday Evening Post and other publications. People in fast-growing numbers are learning of Mohawk's great advantage. These people will not be satisfied with any other type of set. Offer them the Mohawk and you will get their business!

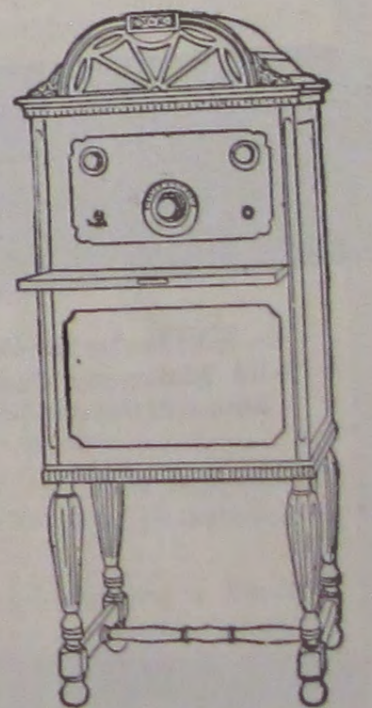
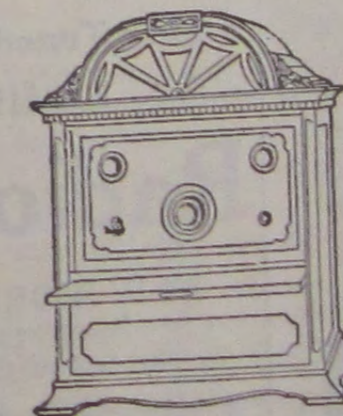
Convince yourself. Test the Mohawk in comparison with any set made. Just use your ears . . . and the fingers of one hand. Write today for literature and list of Mohawk Jobbers.

Selected from among 47 radios as standard equipment on the Pan-American, crack train of the L. & N. Railroad. A test will tell you why!

MOHAWK CORPORATION OF ILLINOIS Independently Organized in 1924 2220 Diversey Parkway - Chicago, Ill.

Mohawk cabinets are beautiful in design, rich in appearance. Here are the three Mohawk Models:

- Model 100 (Left) . \$100
Model 110 (Below) . \$175
Model 115 (Right) . \$225



Mohawk Radio

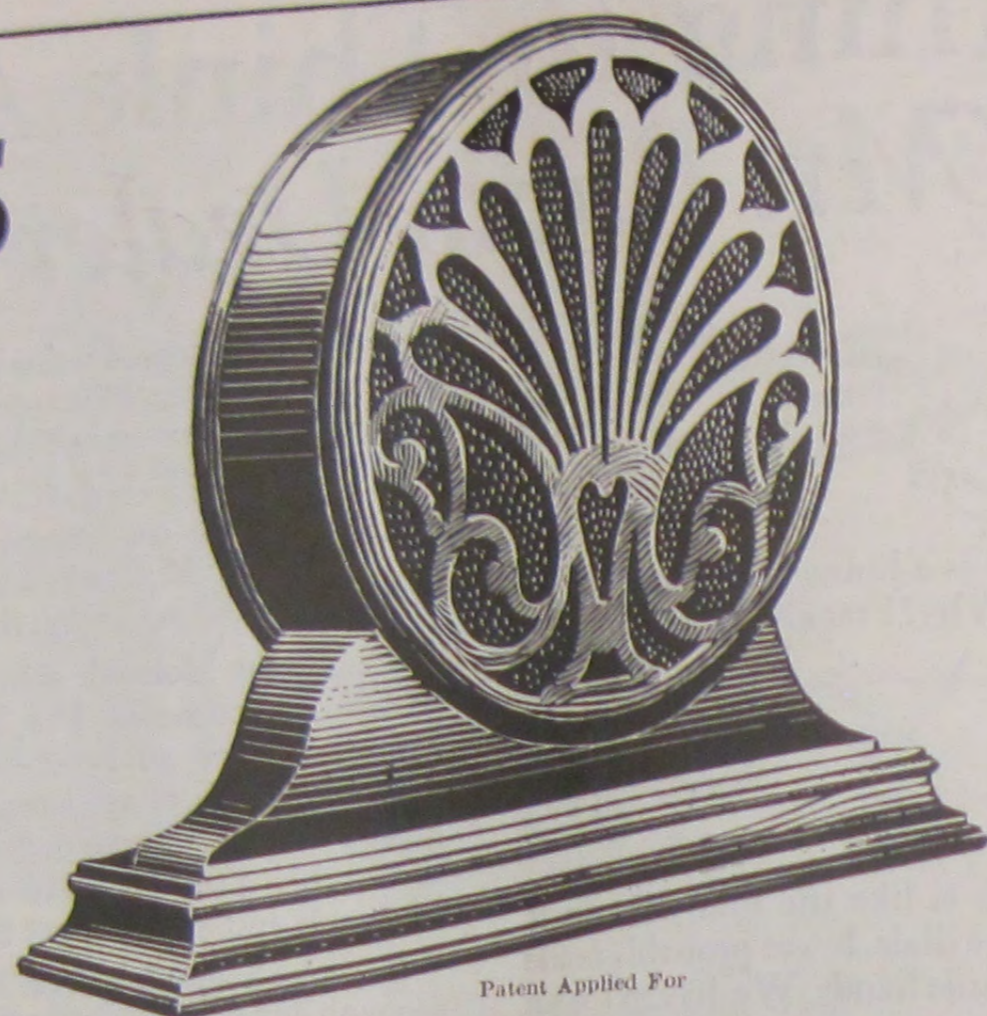
Mfrd. by Mohawk Corporation of Illinois Independently Organized in 1924

5 tubes - just ONE dial to tune



\$25

Ten Million Prospects This Year



Patent Applied For

\$25

It's NEW Beautiful Always Efficient

ASTRAL TONE THROAT

{ LOUD SPEAKER }

FOR ANY MAKE OF RECEIVER

No Matter What Receiver You Sell, This Reproducer Will Bring in Trade



TYPE A—\$67.50
Solid Mahogany Cabinet.
8-in. x 23-in. x 8 1/2-in.



TYPE B—\$90
Solid Mahogany Cabinet, Sloping Ornamental Panel 12 1/2-in. x 27 1/2-in. x 14-in.

COMPLETE LINE
ASTRAL
RADIO RECEIVERS

5 Tube Tuned Radio Frequency
EXHIBITED AT

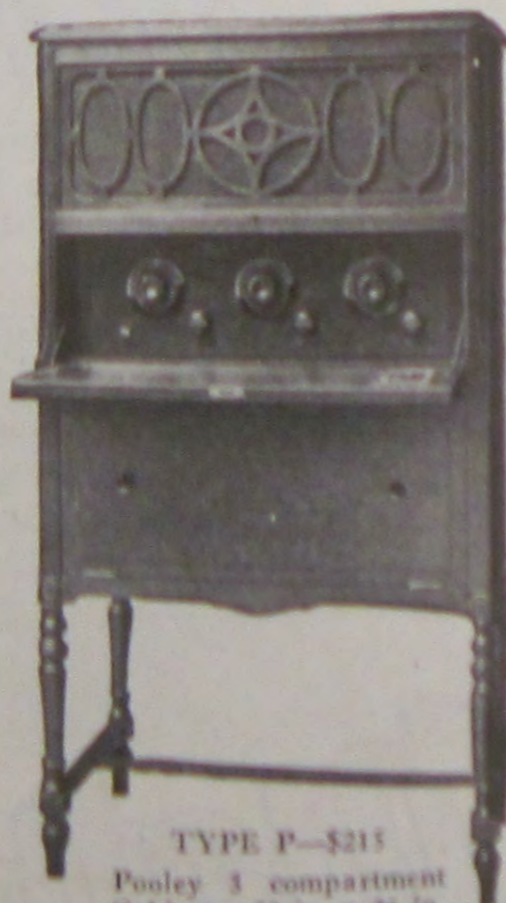
Radio Shows

NEW YORK—SEPT. 12-19
Space 133—Mezzanine
Grand Central Palace

CHICAGO—SEPT. 28-OCT. 3
Space 28
American Exposition Palace

PHILA. RADIO EXPOSITION
OCT. 3-10
The Arena

BOSTON RADIO EXPOSITION
OCT. 12-17
Space 112—Dept. B

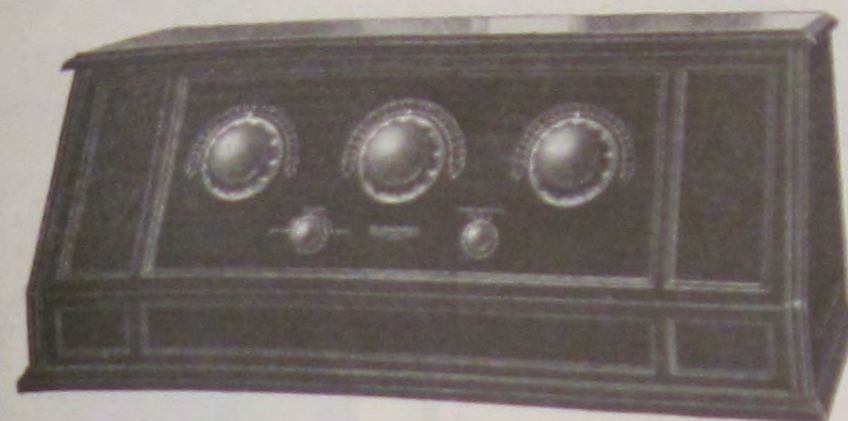


TYPE P—\$215
Pooley 3 compartment Cabinet, 50-in. x 26-in. x 16-in. Pooley Built-in Loud Speaker.

Jobbers, Distributors, Dealers Wanted Throughout the World

ASTRAL RADIO CORPORATION, 1237 North Broad St. Philadelphia, Penna., U. S. A.

The Bosworth



Will receive
Low Wavelengths
down to 50 Meters



*The Purity of Tone
Makes Understanding Surer*

The Value of Low Wave Lengths

THE experiments carried on today by several leading broadcasting stations to test the desirability of low wave lengths indicate a definite trend. The use of low wave lengths will eliminate present crowding below 300 meters. It is inevitable that this step must some day be taken. The BOSWORTH is fully prepared to meet it. Through its adaptability to any wave length down to 50 meters, or below, if necessary, it is fully insured against any change which the future may bring forth.

Other Desirable Features

In addition, the BOSWORTH offers exceptionally pure, accurate and resonant tone—a quality of reproduction which never fails to please the most musically critical listener. In cabinet design and exterior treatment, the instrument has real character. The cabinet is solid antique brown mahogany, and the grained etched bronze front panel, and molded bakelite knobs, exactly match it in finish.

The BOSWORTH has exceptional volume, and though it has five tubes, four are all that are usually necessary for loud speaker reception. Its selectivity is

excellent, with an adjustment provided for increased sharpness when used near powerful stations.

The BOSWORTH is offered under a fixed sales policy which assures territorial, price and design protection to legitimate jobbers and dealers, and carries with it advertising co-operation, and a generous margin of profit.

Trial Offer

We will ship a BOSWORTH Airtel to satisfactorily rated concerns in the radio trade for two weeks' trial, without obligation, and invite all interested dealers and jobbers to write for further details.

Priced at \$155.00, including wave length equipment down to 150 meters. Coverage down to 50 meters at nominal additional cost.

This is the receiver that will bring you a liberal profit offered you under the selling conditions that you have a right to expect.

BOSWORTH
ELECTRIC MFG. Company

The Bosworth
Sales Plan Embraces

- 1—Territorial Protection.
- 2—Price Protection.
- 3—Design Protection.
- 4—Cut Price Protection.
- 5—Guarantee of 100% Satisfaction.

WRITE
FOR
DETAILS

Send This Coupon
BOSWORTH ELECT. MFG. CO.
MAIL AND INVESTMENT ADDRESS
KANSAS, CHICAGO, ILLINOIS.
Please send us full details regarding the
BOSWORTH Airtel, including outline of your
territorial sales conditions.
We are interested in Dealers
This article set

Name
Address

This Year's Principal Advance in TUNING METHODS



ALL-AMERICAN
TRADE MARK

STRAIGHT-LINE-FREQUENCY

TUNING



ALL-AMERICAN
Straight-Line-Frequency
CONDENSERS
Type C-35 Max. 350 micro-
microfarads (Min. 10.5
mmf. at 400 meters) . . . \$4.50
Type C-50 Max. 500 micro-
microfarads (Min. 11.8
mmf. at 400 meters) . . . 5.00
Size of shield 3 1/2 x 3 1/2", extending
1 1/2" back from panel.

The entrance of ALL-AMERICAN into the field of tuning instruments is signalized, as might be expected, by distinct engineering advances. When designs so remarkable are presented with the ALL-AMERICAN assurance of consistently reliable manufacture, the combination can mean but one thing to the far-seeing dealer: business in highly profitable volume.



ALL-AMERICAN
TOROID COILS
Type T-1 Antenna Coupler \$3.50
Type T-2 R.F. Transformer . . . 3.50
Set of 3 coils complete . . . 10.50
The R. F. Transformer has a small primary, closely coupled to the secondary, entirely air-insulated. The coupler has taps for long and short antenna. All bases are of bakelite.

ALL-AMERICAN Variable Condensers are thoroughly shielded, eliminating all body-capacity effects—but their minimum capacity is as low as the lowest. They provide 360° dial motion—but they have no gears or back-lash. Their rotation is accurately proportional to frequency—yet they are small, compact and rugged. They are precision-made, and effectively protected from all damage. Adapted for either single-hole or triple-screw mounting.

ALL-AMERICAN Toroid Coils provide sharpness of tuning never available before, through the self-enclosed endless magnetic field. Trouble from oscillation is eliminated, and new quietness is achieved, through the elimination of all picking up of energy by the coils direct. The production of any Toroid coil is a job requiring the best of manufacturing skill and facilities. See the ALL-AMERICAN Toroids—examine them carefully—and you will standardize on them.

ALL-AMERICAN Straight - Line - Frequency TUNING will be advertised in the big ALL-AMERICAN way, throughout newspapers and magazines. Write us at once, or telephone our nearest sales office, for full particulars.

ALL-AMERICAN RADIO CORPORATION

E. N. Rauland, President

4221 W. Belmont Avenue, Chicago, U. S. A.

- Boston
- New York
- Philadelphia
- Atlanta
- Pittsburgh
- Buffalo
- Detroit
- Chicago
- Minneapolis
- St. Louis
- Boise
- Los Angeles
- San Francisco
- Seattle

OWNING AND OPERATING STATION WENR—266 METERS

ALL-AMERICAN

Pioneers in the Radio Industry

3 more selling points for the Tungar



The Tungar is a G-E product developed in the great Research laboratories of General Electric.

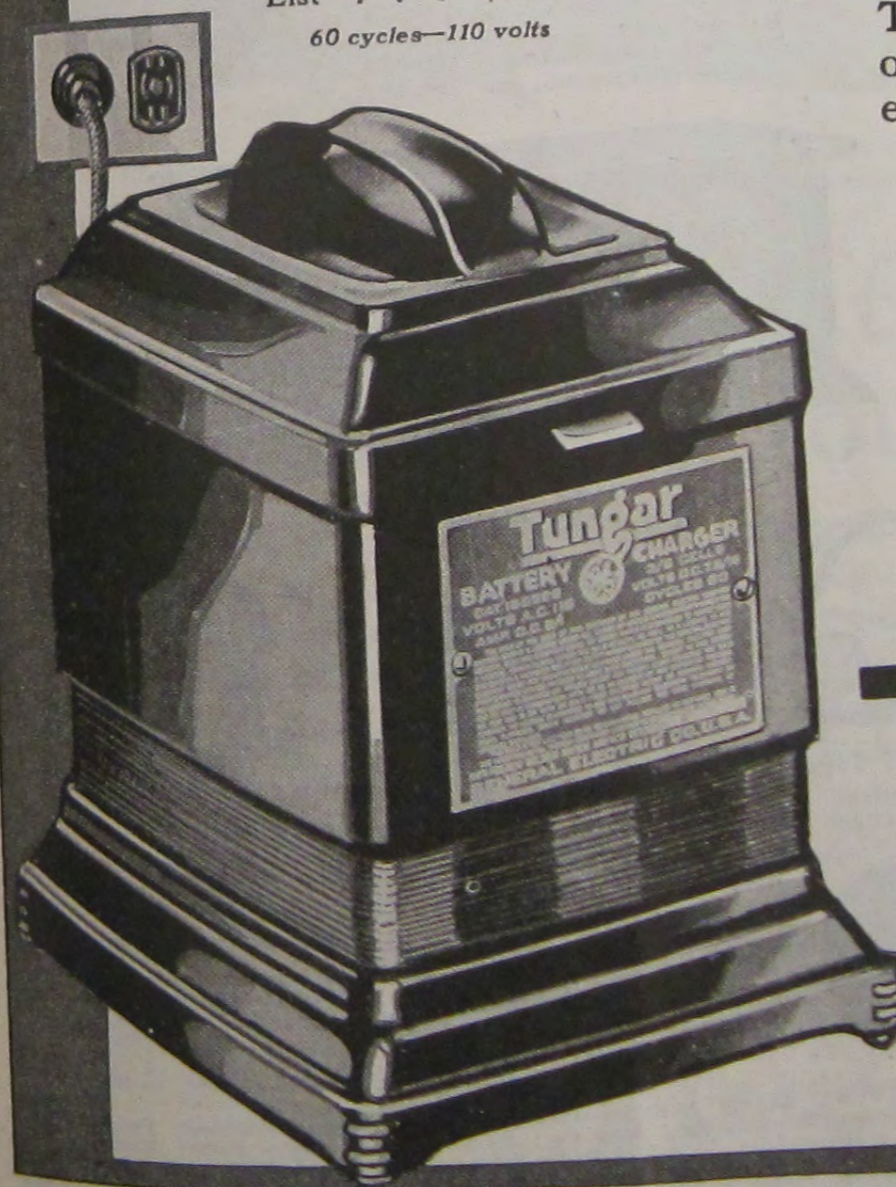
Two ampere Tungar (East of the Rockies) List . . . \$18.00

60 cycles—110 volts

THE Tungar is not only known as the *original* bulb charger—but holds the lead in performance. It is being studied unceasingly in the G-E laboratories, and each new improvement is at once built into it. Three new points of advance now place the new model Tungar, which charges all makes of storage batteries, further than ever in the lead.

1. The Tungar is more silent than ever.
2. It has a transformer that means absolute protection against blowing out Radiotrons.
3. It cannot create radio interference in a neighbor's set.

You can sell a Tungar to every man who owns a storage battery.



Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY MERCHANDISE DIVISION BRIDGEPORT, CONNECTICUT

RADIO RETAILING, A McGraw-Hill Publication

IT'S A **Dymac** PRODUCT



Media and Circulation Figures

Saturday Evening Post 2,315,633
 Radio News 219,959
 Prairie Farmer 170,032
 Wisconsin Agriculturist 67,877
 Wallace's Farmer 82,371

The Farmer 129,774
 Nebraska Farmer 105,677
 Kansas Farmer 123,793
 The Progressive Farmer 120,000
 Country Gentleman 786,143

And Everybody is Enthusiastic over

DYMAC Selecto Five

For it represents the peak of DYMAC accomplishment—everything for which the DYMAC Line has always stood.

Every part in the Selecto Five is a DYMAC-made part, whose performance in the past has built the DYMAC reputation.

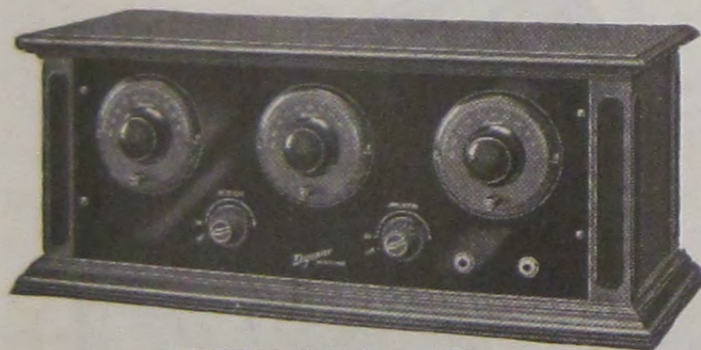
We know that the DYMAC Selecto Five will out-perform other similarly priced sets and many much higher priced sets under the same reception conditions.

Test it. If you are not convinced, we do not expect you to push it.

The case of the Selecto Five is mahogany, done in walnut, with the panels and base finished in ebony.

Featured as a window display with the rest of the DYMAC Line built around it, the Selecto Five will pay handsomely for its space allotment.

DYMAC national advertising starts at once. News of a good thing spreads rapidly.



DYMAC Selecto Five
List, \$75.00



DYMAC Type G Headset
List, \$5.00



DYMAC Loud Speaker
List, \$8.50



DYMAC Type E Headset
List, \$3.00



DYMAC Vernier Dial
List, \$1.50

Other DYMAC Accessories and Parts

- Loud Speaker Unit, \$5.00
- Audio Frequency Transformers, \$2.50 to \$4.00
- Soldering Set (standard) \$2.50
- Sub-panel Socket75
- Jacks50c. to 90c.

DYMAC FACTORY SALES AGENTS—Chicago, E. V. Finson; Cleveland, Factory Sales Co.; Boston, Hastings Elec. Sales Co.; Washington, W. Lester Baker; Atlanta, Kansas & Co.; Minneapolis, Twin City Radio Sales Co.; St. Louis, H. P. Bisbee Co.; Kohn; Fort Worth, Savage & Schmid; Denver, Schmidt Sales Co.; Omaha, Leonard Fred. L. Tomlinson Co.; Los Angeles, Fred. L. Tomlinson Co.; San Francisco, John E. T. Yewdall.

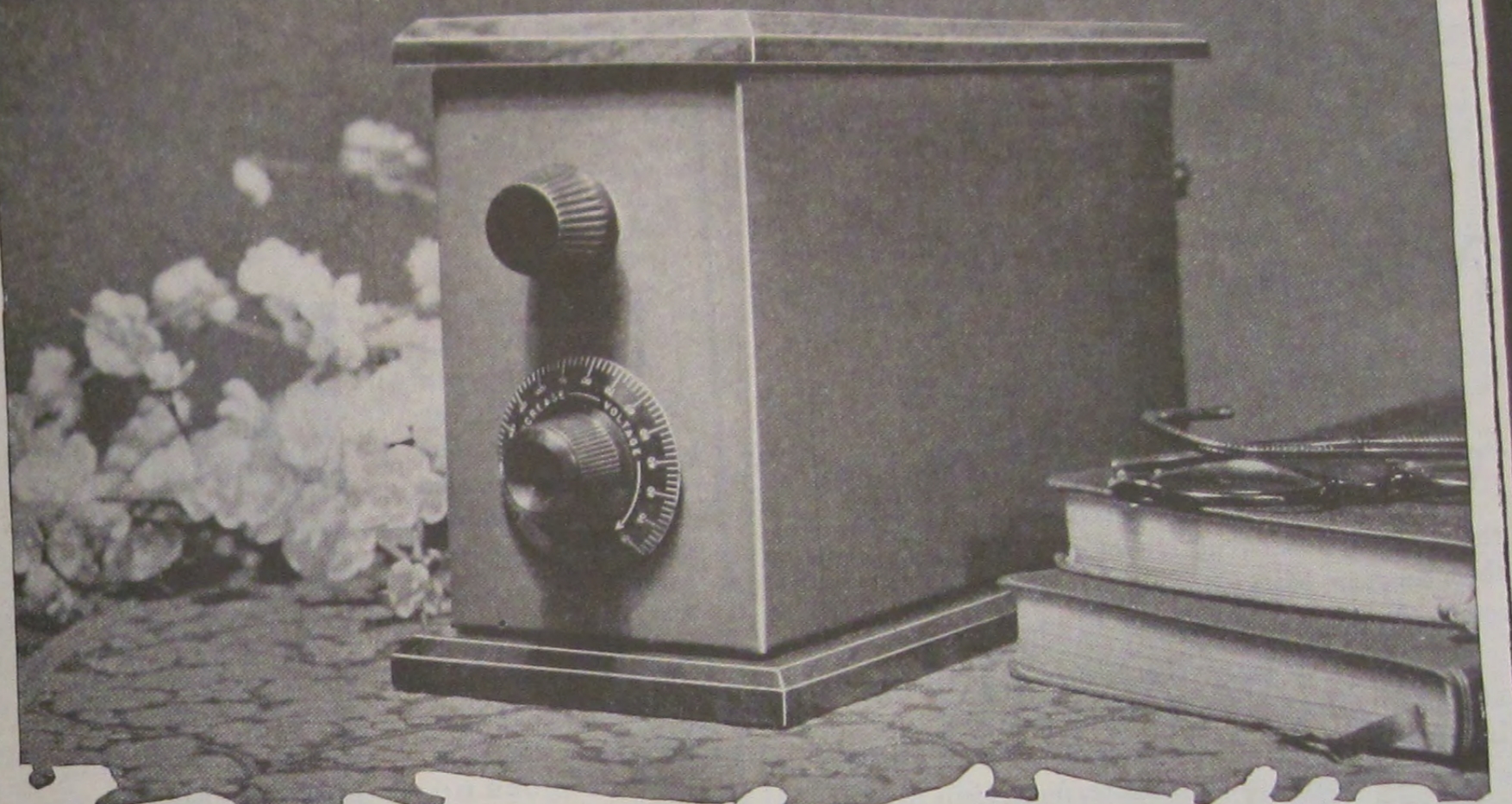
Ask nearest Factory Sales Agent for catalog of complete line of DYMAC Guaranteed Radio Equipment.

ELECTRICAL PRODUCTS MFG. CO.
Providence, Rhode Island

New York Office: Metropolitan Tower.
 Export Office: Ad. Auriema, Inc., 116 Broad St., N. Y. City

EVERY **Dymac** PRODUCT
GUARANTEED FOR ONE YEAR

DISTON



Diston replaces "B" Batteries and gives with Alternating Current Supply greater Clarity, Volume, Distance and Selectivity. Handsomely finished in Duco with solid walnut satin finish top and bottom. Beautiful in appearance and performance.

Solves "B" Battery Eliminator Problem for You and Your Trade

Diston is guaranteed to give greater clarity, volume, selectivity and distance. It is free from current noises and A C hum.

That means a good substantial profit—additional on every set you have sold. It means an extra profit on every set you sell this season.

Backed by User Judgment Sales Policy and National Advertising

You can offer Diston to your trade on a basis new to radio selling. "Take it—use it—verify every claim before the transaction is closed." Few "radio wise" set owners will go back to "B" Batteries after the greater convenience, satisfaction and economy of Diston.

Try Diston for Yourself

Won't you, before you offer Diston to your trade, try it yourself? We have arranged a Free Trial Offer for your convenience. Naturally, those who first stock Diston will be cared for when the heavy selling season is in full swing. Write today for full details.

Diston
 List Prices—Complete Ready for Operation (including Rectifier Tube)

- 110 volt, 60 cycle AC \$40.00
- 110 volt, 50 cycle 48.00
- 110 volt, other than 50 or 60 cycle 60.00

Diston Kit
 Essential Diston Parts for the Set Builder, Experimenter and the man who "wires his own." Covered by regular Diston Guarantee.

- 110 volt, 60 cycle AC \$28.50
- 110 volt, 50 cycle AC 35.75
- 110 volt, other than 50 or 60 cycle 42.75

RADIO PRODUCTS, INC.
 Dept RR Richmond, Ind.

Sangamo Mica Condensers



To attract attention, show a Sangamo Mica Condenser suspended in a glass of water. It will not hurt the condenser in the least.

SEE THE SANGAMO EXHIBIT AT THE NATIONAL RADIO EXPOSITION, CHICAGO THE WEEK OF SEPTEMBER 28th.

Nothing will change their accuracy

"WHAT ails my set?" asks many a puzzled builder, forgetting that an inaccurate fixed condenser throws the whole circuit out of electrical balance. Sell them Sangamo Mica Condensers, and they'll get better results with all the other parts they buy from you.

For here is a condenser that is guaranteed to be accurate within 10 per cent of marked capacity, and to sustain that accuracy under all conditions of service. It is solidly molded in smooth brown bakelite, impervious to moisture, acid fumes, or salt air.

Even boiling and freezing will not injure a Sangamo Mica Condenser. Soldering has no effect upon the capacity; heavy surges of electric current will not break it down. Its great mechanical strength gives protection against chipping or cracking even if dropped on hard cement.

All first class jobbers carry Sangamo Mica Condensers or can quickly get them for you.

Waterproof

Heatproof

Fumeproof



THIS display card is now ready. Ask your jobber.

Sangamo Electric Company

Springfield, Illinois

RADIO DIVISION, 50 Church Street, New York

OFFICES IN PRINCIPAL CITIES

For Canada—Sangamo Electric Co. of Canada, Ltd., Toronto
For Europe—British Sangamo Co., Ponders End, Middlesex, Eng.
For Far East—Ashida Engineering Co., Osaka, Japan

Sell 'em Radio on the Meyer-Kiser Plan

"I haven't got the money"

It is going to take energetic salesmanship, good advertising, well arranged, neat and intelligently managed stores to sell radio in volume and keep up with competition.

But no matter how good the salesmanship and the advertising and all the rest, it goes up against a stone wall when the prospect says truthfully, "I haven't got the money."

The Meyer-Kiser Plan provides the money—and so brings into the market thousands of buyers who would not be in it under any other circumstances.



The Meyer-Kiser Plan

1. Extreme simplicity.
2. Easy to explain to the customer.
3. No confusing "service charges."
4. Any detail of payments can be computed in half a minute.
5. Finance charge is based only on unpaid balance for the exact time of the loan.
6. Immediate cash settlement with dealer.
7. We do not hold back any part of the dealer's money.

Write or wire us now. We will send all details by first mail and have representative call.

MEYER-KISER CORPORATION

Meyer-Kiser Bank Building

INDIANAPOLIS, INDIANA



ACME WIRE RADIO PRODUCTS

Celatsite Wire

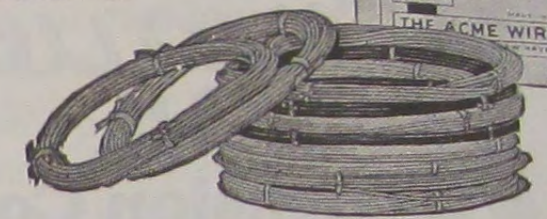


(Single Strand)

Tinned copper bus bar wire with a non-inflammable "spaghetti" insulation, for wiring radio sets. It can be stripped of its insulation easily for making connections and can be bent and re-bent without cracking. Moistureproof. High insulation value. Colors: red, yellow, green, brown and black—one for each circuit. Supplied in 30 inch lengths. Write for folder "E."

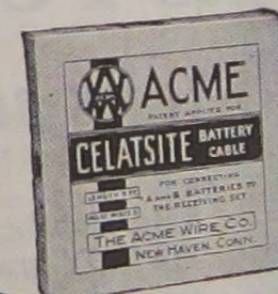
Celatsite Wire (Flexible Stranded)

Latest development of Celatsite. Flexible, stranded, tinned copper wire in a non-inflammable, moisture-proof "spaghetti" insulation. For sub-panel and other "point to point" wiring of radio sets. Red, yellow, green, brown and black—a color for each circuit. Write for folder "E."



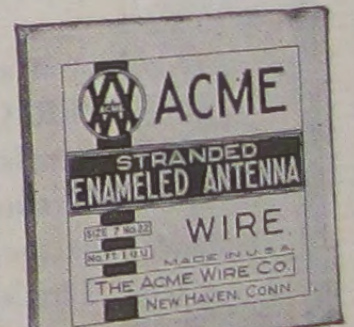
Celatsite Battery Cable

A neat, multiple cable, 5 feet long, for connecting A and B Batteries, or other current supply, to your set. Composed of five Flexible Celatsite Wires, red, yellow, green, brown and black—enclosed in a brown silk braid, a color for each terminal. No chance of short circuiting wires and "blowing" tubes. Write for folder "E."

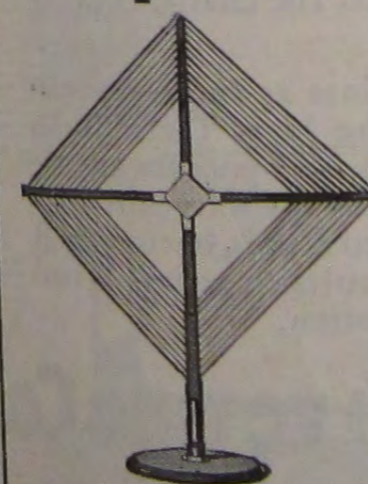


Stranded Enameled Antenna Wire

Seven twisted strands of enameled copper wire. This greatly increases signals by presenting greater surface to incoming waves. Enameling each strand prevents corrosion and resulting weak signals. 100, 150 or 200 foot coils, boxed. Write for folder "E."



Wire for Loop Antenna



Make your own loops with Acme loop wire from instructions in the magazines. Made of 65 strands of fine copper wire insulated with green silk. Neat; non-stretching; flexible for folding. Write for folder "E."

"Spaghetti"

Flexible Varnished Tubing



An insulated covering to be slipped over bus bar wire to protect it from contact with other wires. A perfect protection for all "danger points." Costs a little more, but worth a LOT MORE than the ordinary grades offered. 30-inch lengths. Red, yellow, green, brown and black for wires No. 10 to 18. Write for folder "E."

THE ACME WIRE CO., Main Office and Works, NEW HAVEN, CONN.

BRANCHES: New York, 52 Vanderbilt Ave.; Chicago, 427 West Erie St.; Cleveland, Guardian Bldg.; Boston, 80 Federal St.



This New Plug

Helps You Sell

Premier
20 ft.
Extension Cord

THE plug holds cord terminals *securely*, yet a very slight side-pressure on the pins instantly releases them. It's entirely automatic with no tiny screws to fuss with—or lose.

It gives you an added "talking point" for the PREMIER Cord. Every owner of a loud speaker needs this combination—a tightly-braided Extension Cord that will not kink or fade, plus the handiest connecting plug ever made. That's PREMIER!

List \$1.75

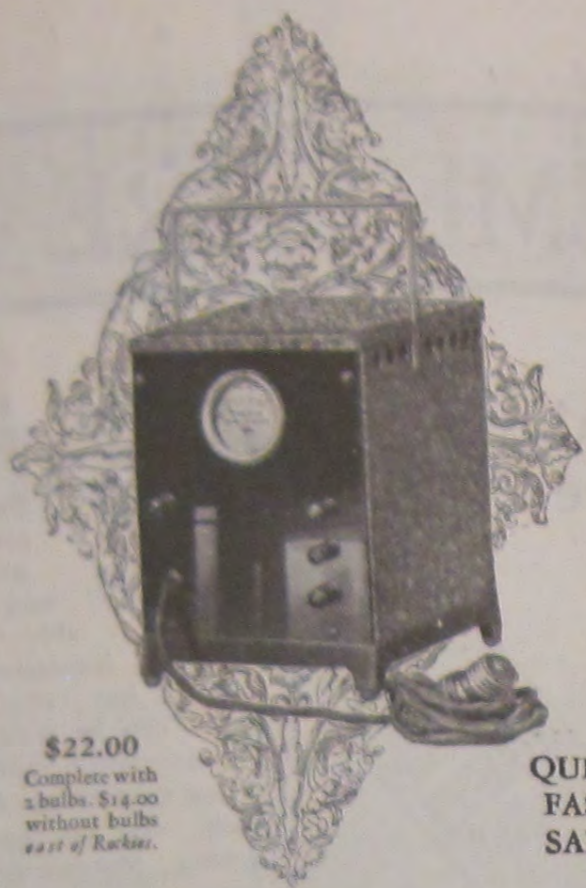
Don't forget "Premier, Jr."

He's of lighter construction but comes in attractive carton, complete—with universal plug. In a variety of lengths for folks who want still greater leeway.

- 25 ft. length.....List \$1.50
- 35 ft. length.....List 1.75
- 50 ft. length.....List 2.00

Crescent Braid Co., Inc.
Providence, Rhode Island

Makers of Extension Cords, Battery Cables and Phone Cords for headsets and loud speakers.



\$22.00
Complete with 2 bulbs. \$14.00 without bulbs. *part of Radio.*

QUIET
FAST
SAFE

The New TWIN BULB HANDY CHARGER

Its Performance backs up Its Beauty

THE rich beauty of the New TWIN BULB HANDY grasps and holds customers' attention, then when they learn that it gives a faster rate of charge with absolute quiet, their interest increases. The "push-pull" principle using both halves of the AC wave accounts for the fast economical charge. It is especially adapted to overnight charging as it cannot over-charge or discharge the battery. The oversize transformer prevents overheating and will stand considerable overload. The special ammeter indicates just how fast the charge is being transmitted.

With such sales points as these you can readily see why the New Twin Bulb HANDY CHARGER is so popular among radio owners and dealers. Charges A Batteries 4—5 amperes to 6 volt batteries; B batteries up to 120 volts in series. Write for additional information.

INTERSTATE ELECTRIC CO.

4349 DUNCAN AVE.
ST. LOUIS

RADIO-MASTER

A Ward Industry

FROM FOREST TO DISPLAY ROOM

The Sussex

Another fine example of the handiwork of the Master Craftsmen, for those to whom this modified Queen Anne style appeals.

The Sussex is made of walnut, with beautifully cut and polished curly grain walnut panels. In design, workmanship and finish it satisfies the high standards of Radio Master products.

Behind it and the other Radio Master products—phonographs, highboys, consoles and table model cabinets are the great Ward Industries with their resources of finance, materials, mills and workshops.



Complete details of the entire Radio Master line or any model in it will be sent to radio manufacturers, jobbers or dealers upon request.

The List Price of the Sussex is \$80.00

The **Radio Master**
CORPORATION OF AMERICA
BAY CITY, MICHIGAN





Five HILCO Condensers, installed in 15 minutes, will make a 3-tube circuit equal a 5-tube reflex—and then some!

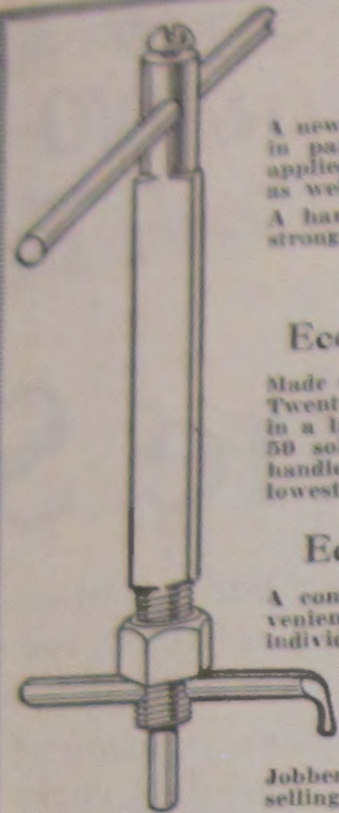
But don't expect it from any other make. It takes the dynamic-tuned, watch-built HILCO tube to clear frequency paths, stop battery leak and make low-loss a verity. You never know a fixed condenser like it—yet HILCO Condensers cost no more than makeshifts.

Ads. like this are running NOW in the big magazines read by Radio Fans. The demand is being created for you.

CASH IN ON THIS NATIONAL ADVERTISING!

Write for attractive DEALER or JOBBER proposition. Address:

A. E. HILL MFG. CO., Atlanta, Ga.



Economy Fly Cutter

A new adjustable cutting tool for cutting holes in panels. Can be used as a hand tool or applied to brace or drill press. Will cut steel as well as insulating material. A handy radio tool. Designed right, made strong. You can sell many of them. List price \$1.00.

Economy Soldering Terminals

Made of tinned brass, uniform and in two sizes. Twenty cartons like the one below are packed in a large carton. Each little carton contains 50 soldering terminals. Easy to display and handle. Our great output makes the price lowest. A really profitable seller.

Economy Screw Assortment

A complete, compactly packed carton for convenience in display and selling. Contains 20 individual packages of radio screws, nuts and soldering terminals. Every article chemically tinned, giving a lustrous nickel-like finish and making for better and easier soldering.

Jobbers, dealers, write and get our attractive selling proposition.

Economy Screw Corporation

Manufacturers of Machine Screws, Nuts, Washers and Soldering Terminals

5215-17-19 Ravenswood Ave., Chicago, Ill.



COILS for RADIO



Balloon Honeycombs

Wave Wound Spirals

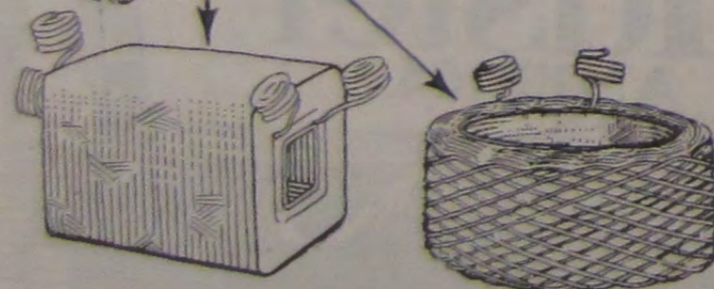


Transformer Windings

Honeycomb Inductances

We Wind For The Manufacturer Only

COTO-COIL CO.
PROVIDENCE
R. I.



"THE TUBE WITH A PEDIGREE"



A RADIO tube is only as good as its characteristic curve reading. We furnish with each MUSSELMAN CERTIFIED TUBE a curve sheet showing the exact readings for that particular tube. Both tube and curve sheet are serially numbered, so that you, or any engineer, can check our figures.

Remember this point: That a characteristic curve reading is the *only* way anyone can measure the value of a radio tube.

Jobbers, manufacturers, and dealers are invited to write for details as to sales franchise.

Manufactured by

The Van Horne Co., Franklin, Ohio

SALES OFFICE

A. J. MUSSELMAN

606 Machinery Hall

CHICAGO

A sight selling pair of radio trouble savers which pay for their place on every dealer's counter

Make strong, quickly detachable connections of cords, extensions and lead wire by simple means without resorting to complicated, "fussy" radio contrivances which are both expensive and hard to manipulate.

An ordinary screw driver (not a midget) connects or detaches in a jiffy—and the screws can't come out.

SHERMAN FIXTURE CONNECTOR



2 for 15¢

Patented Approved

Solderless, all brass with non-removable screws. A long popular fitting, finding added uses in Radio.

For connecting—Aerial lead-in wires, ground wire extensions, battery extension wire, multiple headsets, two loudspeakers, etc.

EXTENSION CONNECTOR

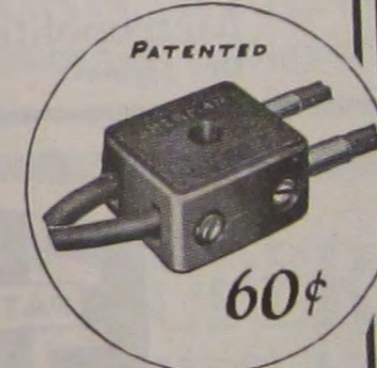
A pair of fixture connectors within a handsome insulating case. For—

Loud Speaker extension.

Replaces portable jack and plug at less than a third of their cost.

Takes any kind of wire; expensive cord with metal tips not essential.

Multiple headsets—the simplest, quickest, cheapest method. All double cord extensions.



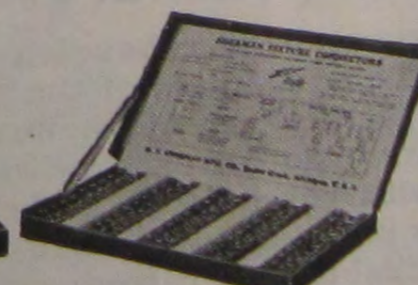
60¢

To see is to buy

Handsome display cartons insure attention



Carton of 12—List, 60 cents each—Dealer discount, 35%.



Carton of 50—Dealer price, \$2.05.

Send today for a carton of each. The investment is small—the sale quick.

Sold by Jobbers

MADE BY

H. B. Sherman Mfg. Co.
Battle Creek, Mich.

Ayanbee Battery Tester

For "A" and "B" Storage Batteries

Here is a tester that will eliminate your customers' battery troubles

MOST dealers who sell radios, must expect to be a "clearing-house" for radio troubles—and well informed dealers know that 60% of faint receptions are due to weak batteries, caused either through carelessness or by the use of an inaccurate battery tester.

Right here is where you come in as a dealer, because no battery is going "dead" if the customer uses an AYANBEE Battery Tester—another feature is its dual purpose for testing both "A" and "B" storage batteries—you can guarantee every AYANBEE you sell, because they are triple-tested by three distinct scientific processes which assure their positive accuracy.

There is no battery tester that enjoys such nation-wide popularity as the AYANBEE—it offers an unusual opportunity for quick turnover and big profits—always keeps customers satisfied. Get in touch with your jobber TODAY.

List Price 75c.

Prepare for the big season ahead, because this will be a banner year

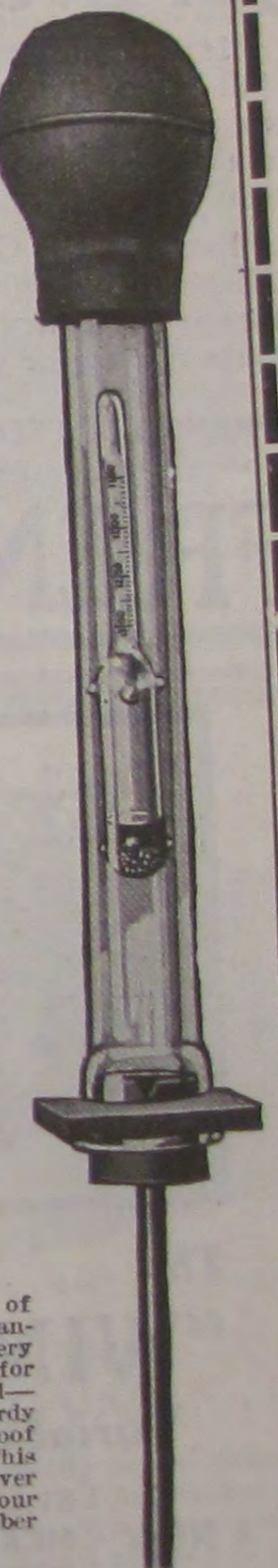
Kant-Stick BATTERY TESTER

There is fifteen years of scientific master craftsmanship behind this Battery Tester—no possible way for float to stick to barrel—always accurate and sturdy—rubber parts acid-proof which assure long life. This is a big profit maker—never any dissatisfaction. Get your order to your Jobber TODAY.

List Price \$1.00

"Unless the Float is Right, the Reading is Wrong"

The Scranton Glass Instrument Co., Inc.
Scranton, Penna.





Ten RAY-O-VACS for Every Radio Use

It pays to handle French Ray-O-Vacs. Stock the full line of ten models and you'll have a battery to fit the demand of every customer. You'll be making out cash slips instead of explaining why you can't give him what he wants.

French Ray-O-Vacs make repeat sales, too. They're built right, they give thoroughly satisfactory service, they're nationally advertised. They make money for you.

FRENCH BATTERY COMPANY, Madison, Wisconsin
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

FRENCH RAY-O-VAC
Radio's Best Batteries



Answering the Demand for FIVE TUBE Sets

Simplicity of control—first, five tubes under perfect control with only two dials, second, only one dial to log—is one reason why *Meco* sets outsell others.

The present demand is for the volume, selectivity, tone and distance of five-tube sets. *Meco* meets this demand with a set priced to fit the income of rich and poor, for farm, city and town. It is the one Universal line.

Sold by jobbers to dealers at regular discounts.

Write for complete catalog. Some exclusive jobbing territory still open.

Meco Model 2
List, \$60

Meco Model 10
List, \$100

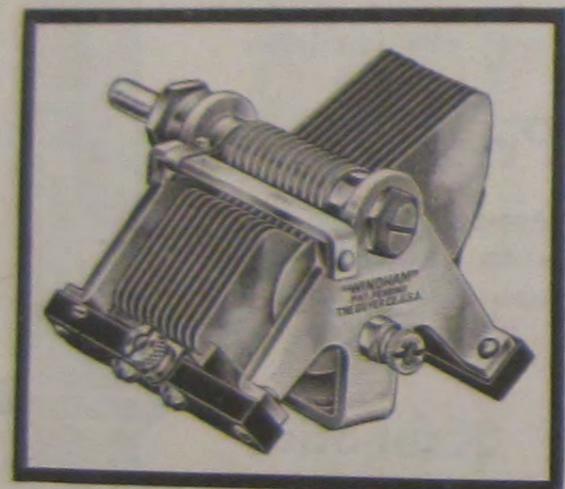
Meco Country Console
List, \$125

Meco DeLuxe Console
List, \$200



AND RECEIVERS

Metropolitan Electric Co.
Des Moines Iowa



Small
Rigid
Durable

The "WINDHAM" Variable Condenser

A NEW { STANDARD OF EXCELLENCE
MEASURE OF WORKMANSHIP
DEGREE OF SATISFACTION

For Those Who Are Seeking Better Things in Radio

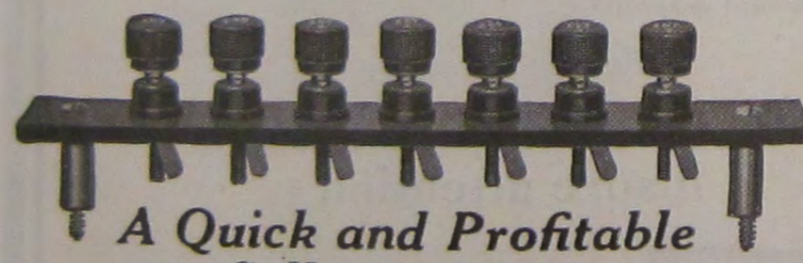
Let us tell you more about this superior condenser that sells at a price within the reach of all.

Desirable territory may be had, if you write today.

THE GOYER COMPANY
Willimantic, Conn., U. S. A.



BINDING POST STRIP



A Quick and Profitable
Seller at \$1.25

Amateur set builders have been quick to appreciate the advantages of the new EBY Strip. Seven posts engraved in the most popular markings are mounted on a polished hard-rubber strip with nickel-plated brackets and mounting screws included. Each strip is packed in an individual display carton.

25 Different Markings

make EBY Posts the most complete line on the market. They are priced and packaged for quick, profitable sales. The nationally advertised price is 15c

The Tops Don't Come Off!

The H. H. EBY MFG. CO.
Philadelphia, Pa.



EBY
Marked on
Every Base

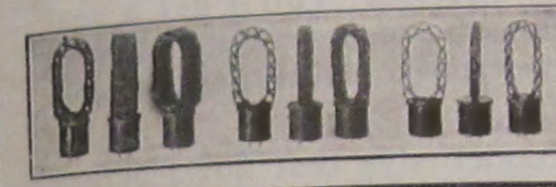
Get lined up for the short waves with WASHBURN interchangeable tuned radio frequency kit —



Kit No. 3
224-555 Meters
\$9.00 List

Kit No. 2
100-300 Meters
\$8.00 List

Kit No. 1
30-109 Meters
\$7.00 List



Short Waves are here. WGY on 38 meters, McMillan on 40 meters, KDKA on 64 meters—rebroadcasting and many large transatlantic stations—all on short waves. The all-wave features of Washburn Interchangeable Coils are right in line with this new development.

Tunes 30 to 555 Meters

Each kit contains three matched, low-loss, sharp tuning Interchangeable coils and complete wiring diagram for building five tube, tuned radio frequency, all-wave receiver, for clear powerful reception. Coils are all built

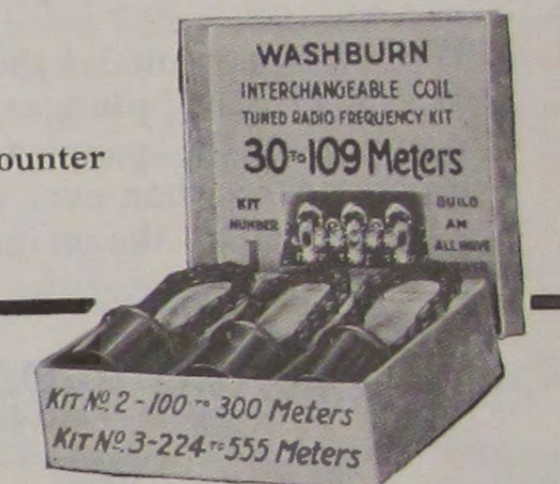
on bakelite bases for socket mounting as shown here.

Low in Cost

The cost of building an all-wave receiver is but little more than the cost of building a set with fixed tuning range.

You will have demands for short wave parts this season. Get ready now with a supply of Washburn Interchangeable Coils. Attractive repeat business—radio fans are not satisfied until they have all three sets.

Packed in Attractive Counter
Carton



Sold Through Jobbers. Order Samples To-day
THE WASHBURN BURNER CORP.
Kokomo, Indiana

HERE ARE TWO NEW

SUPERADIO VACUUM TUBE DYNOMETER



Superadio Dynometer is equipped with head phones and plug.

This revolutionary meter measures easily with positive accuracy, the power of any vacuum tube on the market. It tells the best radio or audio amplifier and detector tube and how it will work.

Already the public is demanding TESTED Tubes. They want to know what they are buying.

Every Set or Tube Manufacturer, every Jobber or Dealer will want this necessary Meter. Write for further details.

PRODUCTS TO SELL



SUPERADIO REACTODYNE

This set operates on a radically new principle—inductive reaction. Oscillations automatically controlled. Use of low loss, straight line frequency condensers and highly developed solenoid r. f. transformers assures the added punch to get that distant station. Wonderful tone, terrific power. Only two hands needed to operate.

Reliable Dealers Wanted

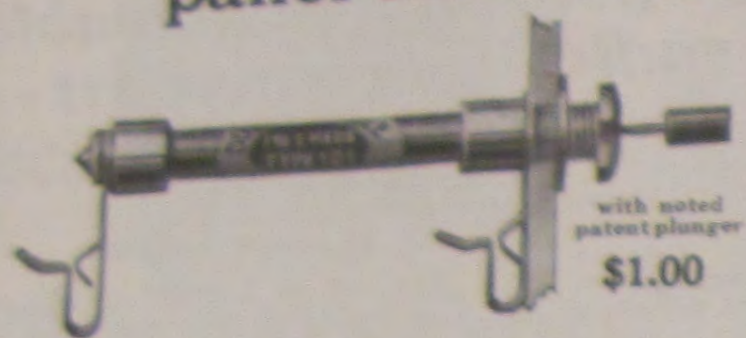
DE WITT LA FRANCE CO., INC.

Cambridge, Mass.
54 Washburn Ave.
BOSTON REPRESENTATIVE:
Martin, Hartley & DeWitt Sales Co., 99 Bedford St.

CHICAGO REPRESENTATIVE:
William A. Welty & Co., 36 So. State St.

408

New—
panel mounting!



DURHAM
Variable High
Resistors

With this new model the well-liked DURHAM plunger control is brought to the panel front. Puts profits nearer than ever within your reach! Watch the magazines.

Write for New Fall Sales Plan.

DURHAM & CO., Inc.
1930 Market St., Philadelphia.

Canadian Distributors: DeForest Radio Corp., Ltd., Toronto

Dulce-Tone
Radio Talking Machine Speaker



Test the New "Double Volume"
Universal Model Dulce-Tone
Against ANY Radio Reproducer!

PLUG in the new "double volume" Dulce-Tone against the best loud speaker you have on your shelves. You'll get a real demonstration of the new Dulce-Tone's remarkably fine tone qualities, clearness—and volume!

Make this conclusive test now; before your fall rush commences.

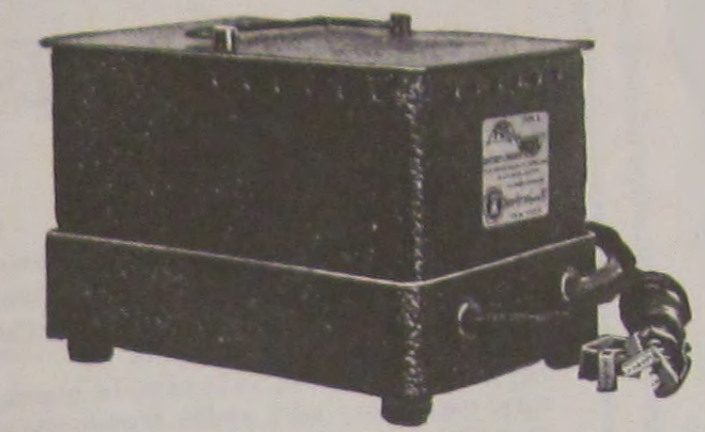


The **TEAGLE Co.**
1125 Oregon Avenue
CLEVELAND, OHIO

FUL-WAVE Uses the full A.C. current—not half of it!

Radio Battery Charger

FACTS ABOUT FUL-WAVE
—The only charger that charges A and B batteries at the same time.
—Uses the Full electric wave to charge almost in half time.
—More economical to operate.
—Requires no water, chemicals or maintenance.
—Needs no adjustment.
—Quiet in operation.
—Cannot blow fuses.
—Not affected by jolts or jars.
—Cannot overheat.
—Proof. It is sealed at the factory.
—Absolute guarantee printed on each charger.



Illustrating Model A for "A" Batteries only

\$18.00
LIST

Model A-B for "A" and "B" Batteries Charges A & B Batteries simultaneously

\$22.00
LIST

A better Charger Backed by a powerful sales policy

More charger sales and profits for YOU
There is no charger made today—so simple, so efficient, so satisfactory, so full of sensible selling points. Study the facts and see for yourself.

Back of FUL-WAVE is a powerful sales and advertising policy that will help you sell more chargers to your trade. Every radio owner is a prospect. We will help you make him a profitable customer.

Jobbers, Retailers
write for full details

LIBERTY ELECTRIC CORP. of NEW YORK—342 Madison Ave., New York



The **REMO TRUMPET**
(Concert Type)

It acknowledges no superior!

We have found the secret for beautiful tonal quality with volume in all the registers high or low.

It has been tested against every loud speaker of importance and acknowledges no superior.

List Price \$25.00

Send for a sample and be convinced. Beautifully finished in crystal black and grained mahogany with antique gold detail.

REMOLA CONCERT CABINET

Has the same tone quality as the Remo Trumpet above. A beautiful loud speaker in mahogany finished cabinet.

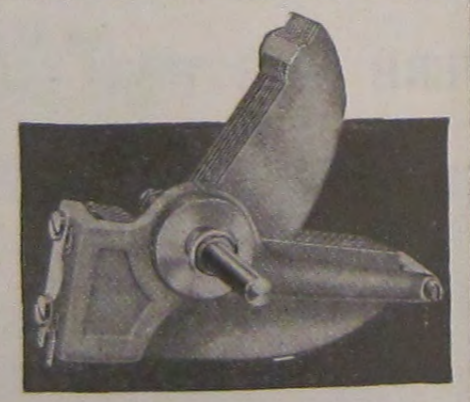
List Price \$25.00

Both these loud speakers will be sent on 14 days' free trial thru your regular jobber.

The **REMO CORP.**
Meriden, Conn.



Another
Pacent
Achievement!



True Straight Line Frequency Condenser for Proper Spacing Between Stations.

STATIONS can be easily divided on the dial with this sturdy, compact Pacent True Straight Line Frequency Condenser. Absorption losses are negligible. Properly placed ISOLANTITE gives perfect insulation. Other features are: Riveted and soldered brass plates. Rigid Channel frame construction. Permanent plate alignment. Extra tie bars. Oversize, dust-proof, uni-bearing. Positive enclosed stop. Design provides for uni-control tandem mounting.

SUPPLIED IN ALL STANDARD CAPACITIES
Manufacturers—Dealers—Jobbers

Write or wire for particulars

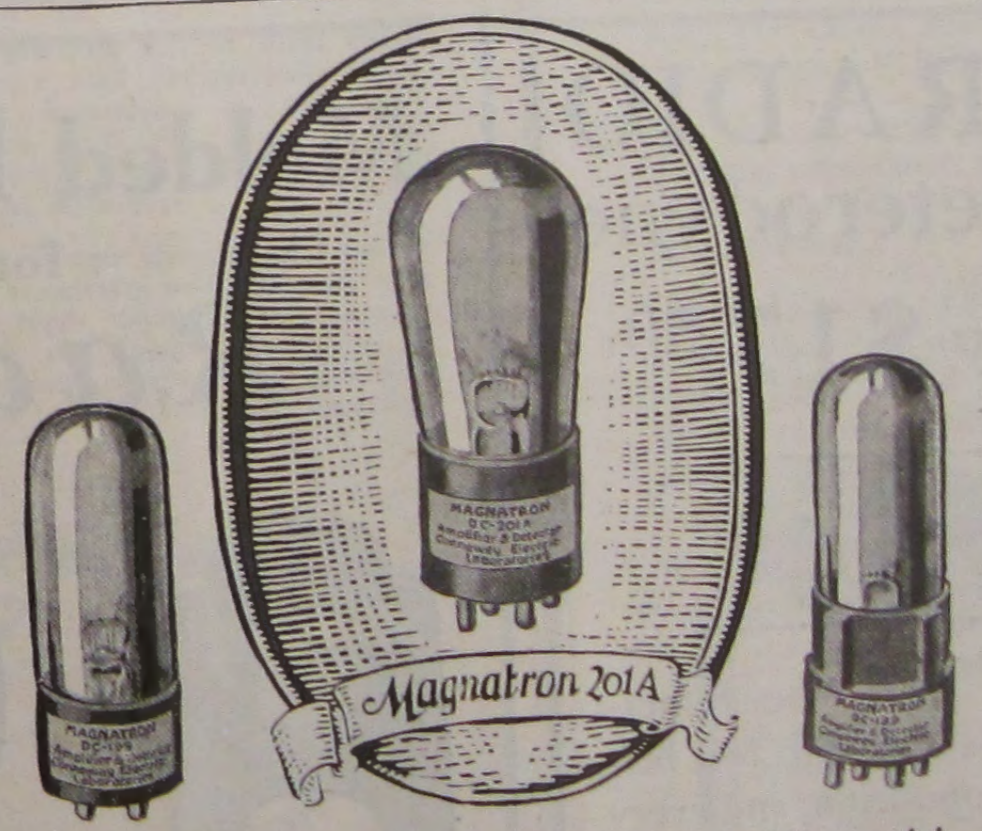
PACENT ELECTRIC COMPANY, Inc.
91 Seventh Avenue, New York City

Washington
Chicago
Buffalo
Minneapolis
Birmingham
Jacksonville
Pacent
RADIO ESSENTIALS
Boston
Philadelphia
Detroit
San Francisco
St. Louis
Pittsburgh

Canadian Licensees: White Radio, Limited, Hamilton, Ont.

DON'T IMPROVISE - PACENTIZE

An extensive national advertising campaign is under way. Cash in by stocking up on **MAGNATRON'S**.



MAGNATRON'S are made in three styles: DC-201A, DC-199 and DC-199 large base types. All types now

\$2.50
LIST

When you sell **MAGNATRON'S** you do two things; you sell tubes that will not come back, to customers who will come back—satisfied. Because **MAGNATRON'S** are built with the precision, skill and accuracy of precision instruments. Rigid inspection and proper packing are other features that appeal to fans.

CONNEWY ELECTRIC LABORATORIES, Magnatron Building, Hoboken, N. J.

MAGNATRON'S

TEMPLE

Reproducer \$21.00 list
Cabinet Type \$31.00 list
Comparator \$3.50 net

Give your trade the best
—at low—
—without loss—



3 of the 13 facts that make the **TEMPLE Supreme**

1. The air column is of an exact exponential form which is the only shape for efficient diaphragm loading.
2. Cast in one piece of a ceramic material whose vibratory period is outside the range of the human ear.
3. A large semi-adjustable unit equipped with a permanent magnet and a stop to prevent over adjustment.

Ask the Jobber

The Temple Comparator divides demonstration time by 4.

Manufactured by Chicago Signal Co. for **PARCELLS & CO.** 68 W. Washington St., Chicago, Ill.




Chart shows plate current (CeCo A-201A Type) in Milliamperes at a filament terminal potential of 5 Volts and at plate potential between 0-140 Volts.

Best by Test

Three types—one quality—the BEST!

"CeCo" Tubes prove their worth by performance! Clarity of tone, rich volume, long life—CeCo has them all to a degree that will surprise you.

Serve equally well as radio frequency amplifiers, detectors, oscillators and audio frequency amplifiers. CeCo Tubes make any good circuit better.

Every tube backed by a guarantee that's backed by a company of established reputation and responsibility.

C. E. MANUFACTURING COMPANY, Inc.
702 Eddy Street, Providence, R. I.

Trade Supplied thru Jobbers Only!
Jobbers—write for details and prices.
Set Manufacturers, ask us about our **SPECIAL MATCHED** tubes.



SUPERADIO
Super-heterodyne
KIT only \$17.50



Everyone wants to build the Super-heterodyne. Here is the Kit for best results. A sure-fire proposition, and every customer a satisfied one.

Contains 1 Antenna Coupler, 1 Oscillator Coupler, 1 Special Variable Condenser, 1 Tuned Filter Transformer, 3 Matched Intermediate Transformers, and all necessary hardware with diagrams, layouts, and complete Super-heterodyne Treatise by Louis C. Billotte.

Write today for our liberal proposition.

DEWITT-LAFRANCE CO. INC.
54 Washburn Ave., Cambridge, Mass.

Boston Representative: Martin, Hartley & DeWitt Sales Co. 99 Bedford St.
Chicago Representative: William A. Welty & Co. 36 So. State St.

Molded Bakelite for Radio



Bakelite and Condensite knobs, dials, socket bases, rheostat bases, condenser end plates, and other parts, produced by our large and experienced Molding Organization.

American Insulator Corp.
52 Vanderbilt Avenue, New York City

Announcing The Wilson "B" Radiopower Unit



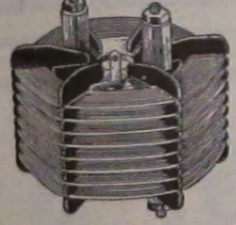
Patents Pending

A dependable, economical and convenient plate current supply. Furnishes uniform voltage at all times. Requires no attention from operator after installation. *Absolutely no hum during operation.*

This unit consists of a dry storage battery, together with a trickle charger attachment, built into a handsomely finished case. There is no acid to spill and there are no moving parts to get out of order. It incorporates all the good points of wet "B" batteries with none of their disadvantages. It is exceptionally well constructed. The cells are provided with porcelain covers. In solid walnut case. List price \$35.

Dealers, this is the economical and dependable unit that set owners have long been looking for. It will enjoy a ready sale. Write today for information and discounts.

The Andrews Paddlewheel Coil



Patents Pending

A new, low-loss coil of ideal characteristics. Has exceptionally high ratio of inductance to resistance. Losses are negligible. Used in Andrews DERESNADYNE and BUCKINGHAM Receivers.

Gives maximum range and volume with entire freedom from distortion. Increases selectivity and improves tone quality. Supplied in three types, adapting it to nearly all standard hook-ups. We can furnish blue-prints of many well-known receivers and circuits using this coil. Our Technical Department will answer all inquiries. List price, \$3.

Duo-Spiral Folding Loop




Patents Pending
List Price \$8.50

A better loop for fans who are particular about the appearance and performance of their sets. Neat and compact in design. Handsomely finished in silver and mahogany. Has silvered dial graduated in degrees. Folds readily and can be used anywhere. A special model for every circuit. Each loop packed in an individual box.

Anticipate customers' demands by stocking these extensively advertised and thoroughly dependable products. Write for complete information today.

Radio Units Inc.
1317 First Ave. Maywood, Ill.
Perkins Electric, Ltd., Montreal, Toronto, Winnipeg



—here's the panel you want—it's a **FIBROC-BAKELITE!**

In good radio stores the country over this finest of all panels is being sold to match the efficiency of the best parts.

The demand this fall will be for sets that will afford greater selectivity and greater distance. Upon the panel depends the satisfactory operation of every part you sell. You cannot afford to sell other than the very best—FIBROC-BAKELITE.

By any test—tensile strength, dielectric strength, appearance, workability and durability—you'll find FIBROC-BAKELITE far in the lead.

To good dealers we offer the only kind of proposition that will interest them—one that makes a liberal profit now, and pyramids them on future business. Get the details now!

Fibroc-Bakelite Features

High dielectric strength assuring lowest dielectric losses. Great tensile strength. Will not warp, crack, chip, feather or cold flow. Easily scribed. Readily engraved. In black, high polish or mat finish; mahogany, circassian walnut or natural finish. Standard sizes each packed in individual envelope.

Fibroc Insulation Co.
258 Lincoln Ave., Valparaiso, Ind.

RADIO H&K PARTS

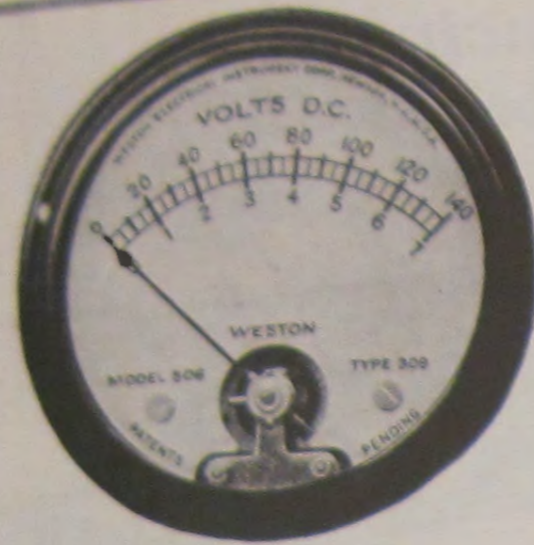
"The Line Complete"
from Insulator to Ground Clamp

DEALERS see stable profits in this complete, standardized line. It's the one way out of a duplicated, disjointed stock. With a smaller investment it means better service to set owners—in parts that work perfectly together.

- Loud Speaker Units
- Transformers—Audio and Radio
- Rheostats and H. R. Leaks
- Condensers—Variable and Fixed
- Potentiometers and Switches
- Sockets—Bakelite and Porcelain
- Headsets, Plugs, Jacks, etc.

They are all standardized, interchangeable, radio-electrically balanced.

Every one of substantial Quality; every basis for growth and stability in your parts-business. Catalogue 4W will inform you fully.



A New 2-in. Radio Panel Voltmeter of Weston Standard Quality

THESE Model 506 instruments fill a long felt need for small Panel Voltmeters for radio receiving sets. They have all the precision, craftsmanship of assembly and ruggedness of the famous Weston line.

Made in single and double ranges for measuring filament and battery voltages, they have an exceptionally high internal resistance—125 ohms per volt. Regularly made with a black finish and narrow flange type of case; fastened to the panel with a special type of clamp supplied with each instrument.

For Further Information Address

WESTON ELECTRICAL INSTRUMENT CORP.
25 Weston Avenue, Newark, N. J.



RADIO ELECTRIC TOOLS

Made well, priced right—they sell! Put upon attractive display cards. We are making this offer to broaden our already wide distribution.

Catalog Upon Request

Sample Offer—10 best sellers

The ten biggest selling radio tools selected from our whole line will be sent to any dealer at the special introductory price of Two Dollars! Just fill in and mail this coupon with Two Dollars attached. There are no strings tied to it.

The Bridgeport Hardware Mfg. Corp. Bridgeport, Conn. Enclosed find two dollars—Please send samples of the 10 tools as advertised. Retail value \$3.65.

Name
Address
Jobber's Name

JOBBERS
Ask for Our Proposition



No. 475 Wrench Set. Retails at 25c. For Every Hex Nut Up to 1/2 Inch



No. 45 Screw Driver. Retails at 15c.



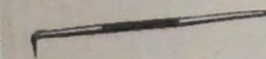
No. 490 Wrench Set. Retails at \$1.00. End Wrenches and Sockets for All Size Hex Nuts.



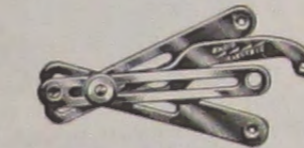
No. 450 Wiring Plier. Retails at 35c. Forms Perfect Eyelets of Any Size.



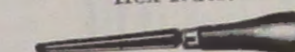
No. 442 Nut Forcep. Retails at 60c. Fits All Size Hex and Knurled Nuts.



No. 430 Scriber. Retails at 25c. For Accurate Layout Work.



No. 420 Template—Retails at 50c. Indicates Location for Drilling



No. 465 Reamer. Retails at 25c. Any Size Hole to 1/2 Inch.



No. 405 Countersink. Retails at 15c. For Shaping Holes in Any Panel Material.



No. 410 Center Punch. For marking spot for drilling in panels, etc. so drills will start straight

THE BRIDGEPORT HARDWARE MFG. CORP., BRIDGEPORT, CONN.



Crowe Metal Cable Markers

Every set owner will appreciate the safety and convenience afforded by these markers.

Crowe markers are quickly and easily attached to cables with a pair of ordinary pliers.

Supplied in all standard markings.

Dealers and Jobbers are invited to ask for samples and prices.

Crowe Name Plate & Mfg. Co.
1749 Grace St., Chicago

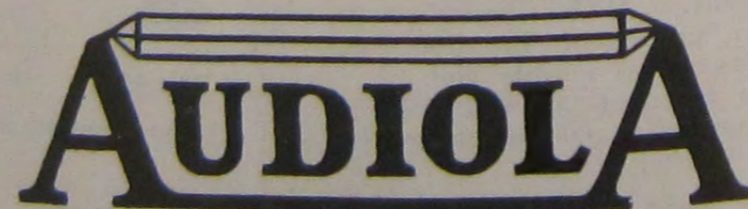


"Big 6"

A Great Value at \$90.

Demonstrate the new Audiola "Big 6" set (6 tube) to your customers and it is sold! The way it brings in distant stations with maximum volume over the loud speaker, in clear, natural tones, is ample proof of performance. And the price—only \$90.00 is an inducement to buy, not an obstacle for salesmen to overcome.

Also a new five tube model at \$60.



Radio Company

430 South Green St.
Chicago

"Audiola Protects Jobbers"

EVERY KIND of ANTENNA WIRE

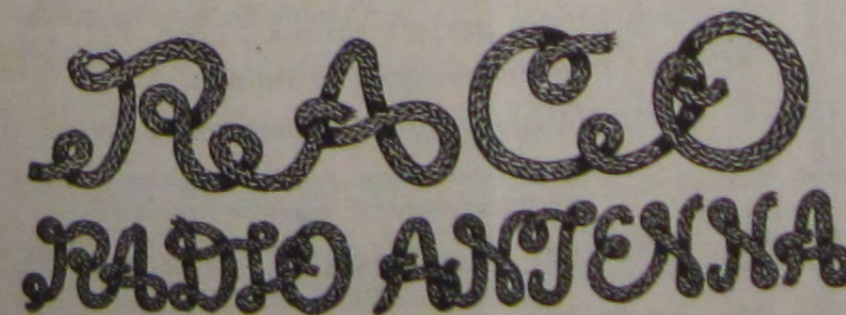
SOLID—in copper
in tinned
in enameled

BRAIDED—in tinned
in enameled
in bronzed
16 strands and 20 strands

STRANDED—plain copper
tinned
enameled
7 by 22 and 7 by 24

FLAT RIBBON—in copper
in tinned
in enameled
17 strands and 25 strands

We also make silk and cotton covered loop wire, as well as Litz wire. Ten to 65 strands. We make special wires for special purposes and as this is our entire business we are in a position to give you the best at the lowest price, and QUICK DELIVERIES. Just tell us what you need.



Dealers everywhere ask your jobber for Literature and Sales-pulling prices

ROSS WIRE COMPANY
69 Bath Street, Providence, R. I.



**LOOK
HERE!**

The Indiana Hyperdyne

is a De Luxe Long Distance Receiver with two stages of tuned Radio frequency amplification, detector, and two stages of audio frequency amplification. Circuit is positively non-radiating, non-oscillating, and free of objectionable noises.

A striking Hand-rubbed Solid Mahogany Cabinet 24x12 with a 15° sloping panel makes this Radio the ultimate in Radio Receivers. See it and you will agree that anyways near the price nothing can equal it.

We positively build all our own parts from raw materials. These parts have been used successfully for the past three years. You can profit highly with this proven Radio Equipment.

Write your jobber or us direct for full information, descriptive literature, attractive window displays and Dealer Help. Investigate Today!

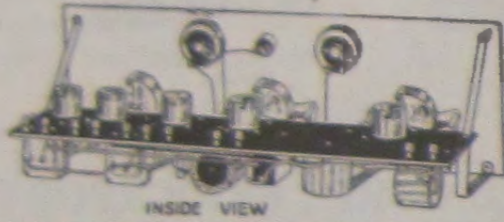
Indiana Mfg. & Elec. Co.
Factory and General Offices
Marion, Indiana

Offices

Eastern Sales Office
Geo. L. Holmes,
1819 Broadway, N. Y. City

Western Sales Office
T. A. Mitchell Co., Balboa
Bldg., San Francisco, Cal.

Southeastern Sales Office
Duling & Norris, 411 Ga.
St. Bldg. Atlanta, Ga.

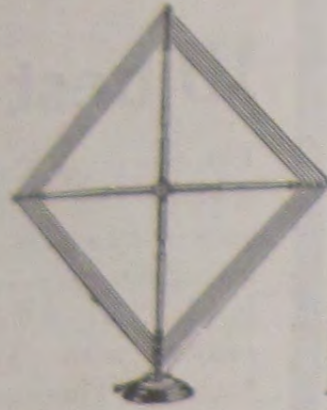


INSIDE VIEW

**\$65.00
LIST**

Now Try LOOP Reception

Thousands of owners of the better types of radio sets have found a new pleasure in radio through receiving with a high grade loop. Sharper tuning that eliminates interference—the reduction of static annoyance—abolishing of unsightly wires—complete portability, allowing use of set in any part of any room—perfect tuning control—all these advantages are found at their best in the



**BODINE
BASKET WEAVE
FOLDING LOOP**

The Bodine is a really artistic bit of furniture—graceful and beautiful, with green silk wire and slender frame of brown mahogany finish. Two feet square when set up. Folds into a box 3 1/2 x 6 x 18 inches in size.

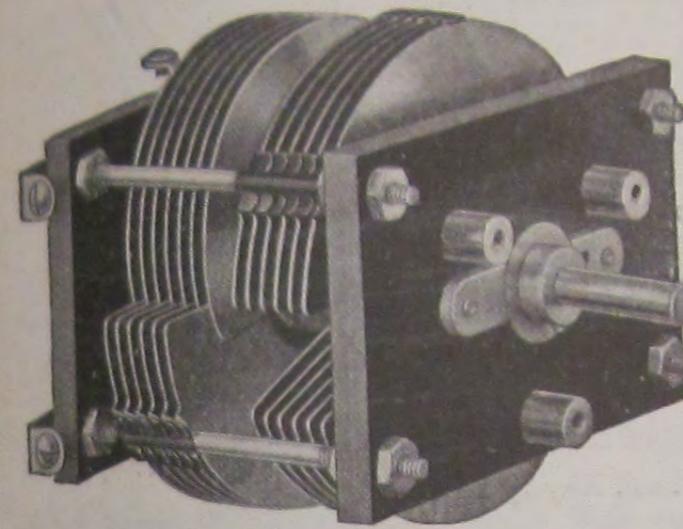
The basket weave method of wiring used exclusively by the Bodine Loop insures superior results. A calibrated dial allows directional logging of stations, and an insulated handle for turning loop prevents the effects of body capacity.

There is a Bodine Loop designed to give perfect service with every set suited to loop reception. Excellent for Remler Super Het; special models for Grebe Synchronphase and Radiola Super Het. Prices \$8.50—\$10.

BODINE ELECTRIC CO.
2242 W. Ohio Street, Chicago, Ill.

**The New
GENERAL RADIO**

**Tandem Condensers
for Multiple Tuning**



The tendency in radio today is to simplify the operation of a receiving set by reducing its number of controls. The most popular and effective method of doing so is by the use of tandem condensers for the simultaneous tuning of two circuits particularly in tuned radio frequency sets.

In a tandem condenser it is of the utmost importance that the groups of plates in both units have the same capacity and be accurately placed on opposite sides of the shaft.

The plates of General Radio condensers are assembled in specially designed jigs which permit only flat plates of the proper thickness to be used.

When these plates are arranged in the jig they are firmly soldered. This provides positive electrical contact, assures perfect alignment of plates permanently and guarantees the equal interval between all plates that is essential to obtain identically matched capacities.

Dealers—present indications seem to favor the tuned radio frequency circuit as the popular circuit for the coming season—with a marked tendency to reduce the number of tuning controls.

Be ready to absorb your share of profits from parts sales, by being adequately stocked with the new tandem condensers and other popular General Radio items when the season gets into its full stride.

Send for New Price List and New Parts Catalog No. 922-R

GENERAL RADIO CO., Cambridge, Mass.

- Type 248-F Price \$6.50**
2 sections of .0005 MF capacity each
- Type 248-N Price \$6.15**
2 sections of .00035 MF capacity each
- Type 248-K Price \$5.75**
2 sections of .00025 MF capacity each



Sickles Coil Set No. 24 for Browning-Drake Circuit. Price \$7.50.

**SICKLES
DIAMOND-WEAVE COILS**

(Trade Mark Registered Aug. 4, 1925)

**For Browning-Drake, Roberts,
Craig, and Hoyt Circuits**

(Coils Patented Aug. 21, 1923)

Superiority of design and workmanship, combined with fair prices and a sound merchandising policy, have made Sickles Diamond Weave Coils leaders in their field.

Manufacturers and builders of quality sets have been coming to Sickles Coils in ever increasing numbers as performance facts became known. The trend toward Sickles equipment is stronger than ever this fall.

"DIAMOND-WEAVE," our registered trade-mark, has acquired profit value which it is paying manufacturers of sets, jobbers and dealers to tie up with. The public is being informed and reminded constantly of Sickles Coils through extensive national advertising. Send for Descriptive Catalog.

The F. W. Sickles Co.
140 Union Street, Springfield, Mass.

NAXON

Toroidal Transformer



The unusual results obtained by the use of NAXON TOROIDAL TRANSFORMERS are due to the application of the following principles:—

1. Correctly distributed external primary.
2. Maximum magnetic coupling with minimum capacity coupling.
3. Absence of usual secondary eddy-current losses.
4. Sturdy construction without coil housings to absorb energy.
5. Each turn a perfect toroid.
6. Low resistance-spaced windings.
7. Silver-plated primary reduces skin loss.

Correspondence from responsible manufacturers' agents invited.

Naxon Electrical Laboratories
Inductance Research Division
28 So. Wells St., CHICAGO, ILL.

HOOD

FLORENTINE

A High Quality Hard Rubber Panel with Individuality

No Longer Do all Panels "Look Alike"

THE HOOD FLORENTINE PANEL has all the properties required for best Radio results (low dielectric constant, phase angle difference, etc., very easy to drill and engrave) but also has a rich and distinctive finish which decidedly improves and beautifies any set and blends with any cabinet or scheme of furniture or interior decoration. This finish also means

No more finger prints, smudges or scratches

These points make a strong appeal to the set buyer or set builder and are important sales aids to both manufacturer and dealer.

One side has Florentine finish, other plain black or Mahogany—meaning two panels in one, resulting in

Increased Sales and Quicker Stock Turn

HOOD PANELS also made in plain black and Mahogany.
ALL HOOD PANELS ARE PACKED IN INDIVIDUAL HOOD ENVELOPES—your guarantee of Hood quality. Write for samples and name of nearest distributor.

Hard Rubber Dept.

HOOD RUBBER CO.

Watertown, Mass.

416

The Nifty Lead-In
 Completely weatherproof—pliable—thoroughly insulated with high grade rubber. Simple and easy to use.

The Nifty Ground Clamp
 For water pipes with steel nuts. Best connection made in 10 seconds. 1 1/2" x 1/2" size. 25c.

Attractively Packed
 Both Ground Clamp and Lead-In are conveniently packed, 50 in each attractive display carton. Standard package 10 cartons. Dealers and jobbers should learn about our attractive proposition for new and bigger radio sales.

AMOROSO MANUFACTURING CO., 14 Sears St., Boston, Mass.



Designed for Manufacturers

and for the trade to meet the need for a condenser of fixed capacity, unaffected by climatic conditions.

Only the best of materials, sealed absolutely tight so that there can be no variation, are used to produce a condenser of unusual merit.

List prices range from 25 to 65 cents.
 Sizes from .001 to .0004 mfd.

THE FORBESTOS CO., 110 E. 42d St., New York City



KEY TO THE AIR SCORES AGAIN!

A Complete Radio Receiver \$2, List

Pyradiolin Panel, Key to the Air Low Loss Coil, Clever and Sharp Tuner, Westinghouse Type Binding Posts, Key to the Air Permanent Detector. (No cat-whiskers.)

The latest priced Receiver in the world equipped with this standard feature. A real little wonder.

Usual Key to the Air Guarantee.

STAFFORD RADIO CO., 3R, Medford Hillside, Mass.
 Jobbers and Dealers. Send for sample Receiver



Burns LOUD SPEAKER
 With Concert Unit

Large size and scientific construction in the Concert Unit gives remarkable tone values which with the special amplifying properties of the Burns horn produce wonderful results.

Burns horn is of a distinctive design with pyralin flare in several handsome finishes.—It pleases the eye as well as the ear.

MANUFACTURERS
American Electric Company
 State and 64th Sts., CHICAGO, U. S. A.




Eureka Dial Pointer

A jewelry product which beautifies the set

Made by jewelry manufacturers, it adds distinction to the panel. Screws tight to panel with the fingers and holds.

Awarded Radio News Laboratories certificate of merit.

Dealers! Get your jobber to handle them. Jobbers—This is a splendid turnover proposition for you.

Set Manufacturers
 We solicit exclusive designs from our dies for your sets.

10c. ea. Nickel or Gilt. Sample mailed upon receipt of stamps.

51 pointers mounted on handsome four-color display card! Costs you \$3.25. Sells for \$5.10!

Sales Representatives: New York, N. Y., Weber Distributing Co., 222 Fulton St.; Philadelphia, Pa., Samuel S. Dallas, 1623 N. Franklin St.; Chicago, Ill., Wolf Radio Co., 7152 Exchange Ave.; St. Louis, Mo., Walsh & Hill Co., 608 Wainwright Building; Pacific Coast, Factory Sales Agencies Co., 693 Mission St., San Francisco.

Manufactured by
C. W. BUTTS, INC., 42 Hedden Place, East Orange, N. J.



Steinite

Guaranteed Products Boost Your Profits

\$6 ONE TUBE SET
 1,500 Mile Range
 Easy to Sell—Stay Sold

5-Tube Set \$60.00
 2-Tube Set \$12.50
 Long Distance Crystal Set \$6.00
 Interference Eliminator \$1.00

STEINITE DISTANCE CRYSTALS
 Jobbers and Dealers Write for Wholesale Prices and Discounts

Steinite Laboratories
 General Sales Office
 504 South State Street, Chicago, Ill.
 Factory, Atchison, Kansas

Regenerative Licensed Under Armstrong Patent No. 1113145
 Size 4x7x2 Attractive—Simple



Lincoln RADIO PRODUCTS

Collapsible Loop Aerials

Standard of the Radio Industry

Popular prices, national advertising, and the recommendation of one user to another, have made Lincoln Loops leaders in their field. Lincoln Four-Point Tapped Loop lists at \$8.00; Lincoln Center Tapped Loop at \$6.50.

Write for catalog fully describing Lincoln Loops, Low-Loss Condensers and other Lincoln Guaranteed Products.

LINCOLN RADIO CORPORATION
 224 North Wells St., Chicago, Ill.



Effarsee
 ANTENNAE
 REG. U. S. TRADE MARK
 PATENT PENDING

**Improved Model—
 Even Greater Range!
 More Volume!
 Extreme Selectivity!**

The New Improved Model EFFARSEE is an even better EFFARSEE than last year. New fixed condensers of greater capacity, double binding post connections, new sizes, insure even longer distance, better volume, greater selectivity—better all-around performance than that which made the EFFARSEE such a sensational seller last season.

Without a Doubt Superior to an Outside Aerial!

The New Improved EFFARSEE, in tests conducted by experts, has proved beyond a doubt its superiority over outside aerials of all types.

"Twice the range and volume with less battery consumption," says a Youngstown radio man; a Kansas dealer picked up Canada, Cuba and Mexico, something he couldn't do with an outside wire; "San Francisco, 3150 miles away, on the loud speaker," says a New York enthusiast.

The Improved EFFARSEE will consistently outperform an outside wire, when volume, distance, selectivity and clarity are judged.

This Season Make Every Set Sale "Stick" With Every Set Install an EFFARSEE!

The Improved EFFARSEE for many dealers, has taken the place of the "trouble man." 70% of all troubles with new sets are due to faulty outside aerials. This year install an EFFARSEE with every set you sell. It insures proper and better performance from any set, will create satisfied customers, make you additional profits, and it is cleaner and easier to handle than rolls of wire, insulators, etc.

- Type IXL (Large Size) \$4.00 List
- Type BXL (Small Size) 2.50 List

Longer discounts—increased advertising make the EFFARSEE a profitable proposition for jobbers and dealers. Write for particulars.

THE FISHWICK RADIO CO.
 502 Edwards Bldg., Cincinnati, Ohio

This Loud Speaker has shattered all records for fast sales!



The **KODEL MICROPHONE LOUD SPEAKER**

Not since the days when people stood in line to buy crystal sets has there been such a sensational radio seller as the new Kodel Microphone Loud Speaker.

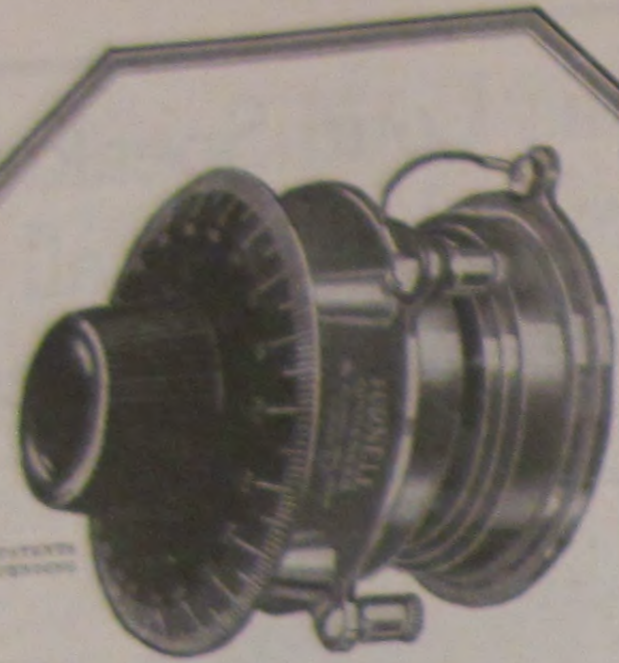
An exact replica, in actual size and appearance of the transmitting microphone used in broadcasting. The efficient Kodel reproducing unit is mounted inside the microphone case with an ingenious new snail-shell horn—produces a volume and quality of tone equal to any of the larger speakers—its non-vibrating metal tone chamber absolutely eliminates all distortion.

\$15 model incorporates the Kodel, Jr. unit; \$20 model contains the larger standard Kodel unit.

Ask your jobber to show you the Kodel Microphone Loud Speaker, or write direct for descriptive literature. See the announcement of Kodel Radio Receivers and the New Improved A and B Gold Seal Homcharger in this magazine.

THE KODEL RADIO CORPORATION
 503 E. Pearl Street
 Cincinnati, Ohio

WKRC
 Owners of Kodel Broadcasting Station WKRC on the Alms Hotel. Send for program.



It's Arrived!
The New-Idea Condenser!

For a long time the radio public has been waiting for some revolutionary improvement in variable condensers. Now it's here!

FURNELL
360° TAPER COIL
CONDENSERS

have been found by professionals to be as superior to the old style condenser as the tube set is to the crystal.

The Furnell Taper Coil principle is such a tremendous advance forward, as to distinguish it as the new standard of condenser efficiency.

No projecting plates—no gears—no racks. No solder. No washers. Nothing to get out of alignment. Nothing to become loosened. Nothing to get out of order.

This remarkable device has been tested and highly approved by Cockaday of Popular Radio Laboratory and by other well-known authorities.

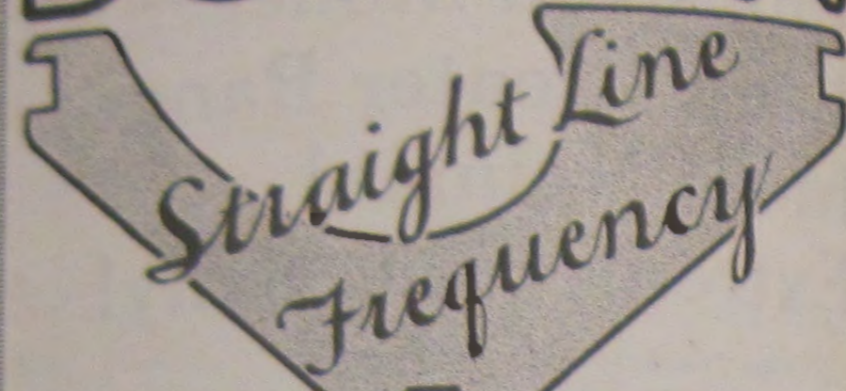
Write for interesting plans and prices.

**JOBBER, RETAILERS
MANUFACTURERS**

may expect the Furnell Taper Coil Condenser to excel all previous condenser records, in brilliancy of performance and in sales activity. Wire or write.

The Furnell Manufacturing Corp.
889A Broad St., Newark, N. J.

**You can Sell
DUPLX**



CONDENSERS

—not only because of their established reputation as precision instruments;
—not only because a consistent national advertising campaign has made the name familiar to set builders;
—not only because their clean merchandising policy helps eliminate unfair competition;
But also because they are **STRAIGHT LINE FREQUENCY CONDENSERS** that take no more room than ordinary condensers. (In fact, they fit the same mounting holes that take the previous models of **DUPLX Standard** and **DUPLX Junior** Condensers.)

Get your sample order from your jobber now, or write for further details.

DUPLX CONDENSER & RADIO CORP.
34 Flatbush Avenue Extension, Brooklyn, N. Y.

The 1925-26 Line of

**New and Improved
FRESHMAN
MASTERPIECE**

**Five Tube Tuned Radio
Frequency Receiving Sets**

Sold direct to selected dealers—one dealer only in towns of less than 25,000 people—specified localities in larger cities.

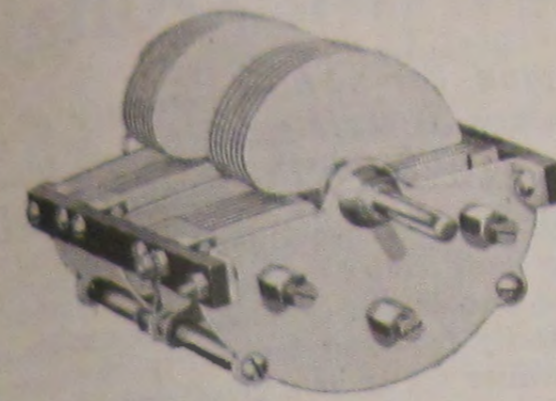
**No More Cut-Throat Competition
No More Losses on Installment Sales**

Eight distinctive models from \$39.50 to \$115.

Write to either office for complete information.

Chas. Freshman Co. Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
240-243 WEST 40TH ST.—NEW YORK, N.Y.
CHICAGO OFFICE — 327 S. LA SALLE ST.

You Can't Give All of 'em What They Ask For!
—But You Can Satisfy Every Customer With—



UNITROL
Licensed under Hogan Patent
No. 1,014,002

Straight line wave length double condenser, designed to separate low wave length stations and to simplify the operating of quality receivers. Capacities of condenser and coils attached are equalized permanently by patented sliding plate. Once set—always perfect.

List Prices

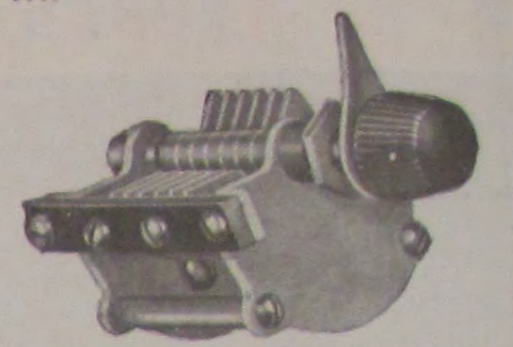
14 Plate.....	.00025 Cap.....	\$7.00
18 Plate.....	.00035 Cap.....	7.50
25 Plate.....	.0005 Cap.....	8.00

Has a minimum capacity slightly less than the internal capacity of a vacuum tube and a maximum equal to twice or three times its internal capacity.
It has been found to be an excellent neutralizer in taking the squeal out of the Neutrodyne, Super-hetrodyne and other high frequency circuits. List Price 50c.

CONTINENTAL
Lo Loss
CONDENSERS

With this complete line of nationally-known precision instruments in your shop every condenser requirement is filled to the satisfaction of both store and customer. Profits are big, sales are many, and there are no "comebacks" due to poor workmanship. Condenser Headquarters is ready to supply you if your jobber cannot.

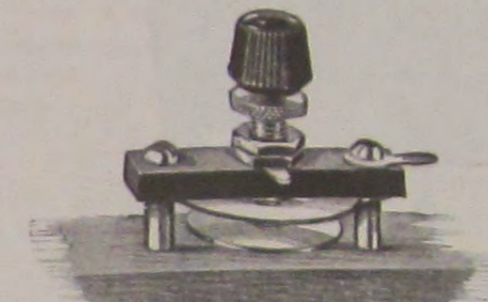
GARDINER & HEPBURN, Inc.
611 Widener Bldg., Philadelphia, Pa.



JUNIOR
The Perfect Vernier

Continental "Lo Loss" Junior does away with all friction and geared vernier devices. It is a miniature condenser designed with exactly the same low loss, rigid construction and precision workmanship as all Continental Condensers.

Shunted across standard condensers, this little Junior gives amazing results. We sold thousands and thousands of them last season in spite of the fact that they were not placed on the market until January. List Price \$1.25

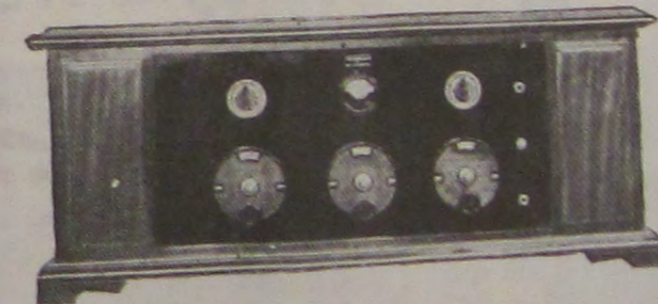


CONDENSERETTE
the Neutralizing Condenser

(PATENTS PENDING)

Veriphone
True TRADE MARK Tone

Cabinet
Solid Mahogany
Finish
Two Tone polished



All "A" and "B" batteries standard large sizes contained in Cabinet

NEUTRODYNE DE LUXE
Model B-2

In the whole radio field is no instrument so truly deserving of the name "Veriphone" (true tone).

Besides its exceptional tone and sensitivity, it is the most efficient Neutrodyne electrically. It operates on dry batteries all contained within the solid mahogany cabinet.

Its radio frequency transformers are of our own design, and patented. The Veriphone brings you a splendid dealer proposition, including restricted territories and protection against price cutting, etc. *Write!*

METROPOLITAN ENGINEERING SERVICE CO.
CARNEY BUILDING, BOSTON, MASS.

Radio Frequency Transformers
our own design. Patented.



Quality Products
Liberal Discounts
Exclusive Franchise

An Appeal to the Senses That Brings in the Dollars



Price Range
\$100—\$160—\$290—\$350

Eye and ear appeal—beauty of appearance as well as clarity of tone—bring business to the Premier dealer.

THE parts and workmanship used in building the Premier crystal-detector, five-tube-reflexed circuit are of such high quality and so perfectly balanced for clarity of tone that the Premier set is in a class alone in its ear appeal.

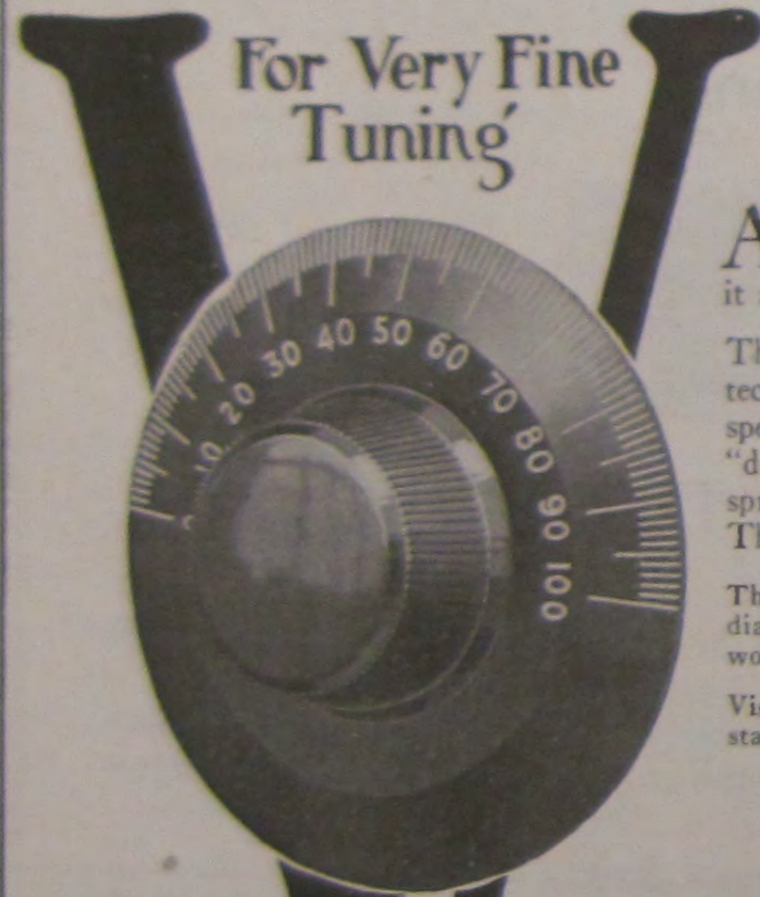
The cabinets of the Premier have set a style in classical simplicity of design. The wood is mahogany. The new panel is the result of much study to improve the already fine appearance. The eye appeal is strong.

The Premier is sold under an exclusive franchise agreement. The discount is a little more generous than the average.

**We want responsible dealers.
Write for complete details.**

A demonstration usually sells a Premier.

The Premier Radio Corporation
Defiance, Ohio



For Very Fine
Tuning

*Split-hair Dial Movement
by a New Principle*

ADIAL with a movement that can be as closely controlled as the most expensive geared dials, and at a price that makes it a ready seller to every set builder.

The principle by which the dial movement is controlled is technically known as the "viscous drag" effect, produced by a special substance coated upon a disc back of the dial. The "drag" is exerted upon the contact ends of polished flat steel springs which are rigidly fastened to the back of the dial. The effect is NOT ordinary friction.

The velvety smoothness of dial movement obtained with the Visco dial allows uncommonly delicate tuning. There is no backlash, no wobble, and broad or fine adjustments are instantly available.

Visco dials are easy to install, mounting in the same manner as a standard dial over a center bushing.

The retail price is only \$1.00. Discounts upon request

As illustrated—3 1/4 inches 0-100

Also large size-reading 100-0

\$1.00

VISCO DIAL

The Monosmith Brothers Co.
Spencer, Ohio

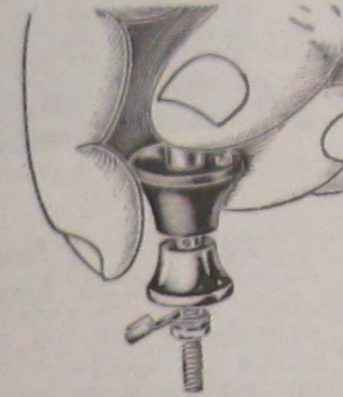
A new Binding Post

Designed specially for radio use and improved to keep pace with the progress of the Radio Industry

G-K Spring Cap Binding Post

In its present form our Binding Post—fully protected by Patents—is the result of careful study of conditions by our Engineers in co-operation with Set Manufacturers and individual builders of Sets.

Spring Contact and Release—Shaft marking gives exact location of hole through which contact wire is inserted and eliminates fishing with wire—easily manipulated.



Highly
Polished
Nickel
Plated
Post—

Genuine
Bakelite
Knob.

Bakelite Knob cannot come off—Plainly marked usual engravings. Approved by leading Radio Engineers. Nationally advertised.

15c EACH

Jobber and Dealer Information on Request

GANIO-KRAMER COMPANY, Inc.
238-240 West 53rd Street, New York City

LanSing Radio

\$60.00
and Up



The LanSing Line of Radio gives new values in the radio field. Dependable products, honestly and moderately priced, sold on sound merchandising principles and backed by a firm financially responsible. LanSing also embodies a new feature—the Hexaircoil. Compared with other coils, the Hexaircoil has proven 10% to 50% more efficient.

Clear mellow tones, range and selectivity combined with appearance are some of the features which will so rapidly secure sales for LanSing dealers.

Liberal Discounts.
Write for Literature

UNITED ENGINE COMPANY

Lansing, Michigan
Elmira, N. Y. Kansas City, Mo. Independence, Ia.
Minneapolis, Minn.

AMERICA'S GREATEST VALUES

Lansing Is Built in Five Handsome Models

Radio Lark—Model K
21 1/2 x 9 x 3 1/2, 5 Tubes.
Weight 18 lbs.

Lansing—Model M
29 1/2 x 11 1/2 x 9 1/2, 5 Tubes.
Weight 34 lbs.

Lansing—Model W
29 1/2 x 12 1/2 x 13 in., 5 Tubes.
Weight 37 lbs.
Built-in Loud Speaker.

Lansing Phonograph—Model T
Size 5 Tubes.
Weight 200 lbs.

Lansing Console—Model S
5 Tubes, with Built-in Loud Speaker, Weight 130 lbs.

Progress and Profits since 1894

Thirty-one years ago—the Connecticut Telephone and Electric Company began its career of pioneering. Since then—

It has marched shoulder to shoulder with the improvement of the Telephone.

It is the leading developer and maker of Inter-communicating Telephones and Signaling Systems.

Among the very first to enter the Radio field—

Connecticut

is identified with many essential and basic Radio developments.

This is the rock-foundation of dealers' success, and customers' satisfaction, with "Connecticut" Radio products.

Three quick-selling specialties



Connecticut 75-16Y Toggle Switch
Has solid body of Cetec (our own cold moulded insulation—durable, highly dielectric). Compact, gold or nickel finish. Single hole panel mount.

Connecticut Triple Range Condenser
A combination of three ranges in one small, compact unit. 360 degree dial, low loss. Very popular.



Connecticut Universal Transformer
Unusually good tone quality, volume without distortion. Unaffected by climatic conditions. Individually cartoned.

Head Sets—Radio Switches—Battery Switches—Single Hole Mounting Switches—both in push-and-pull and toggle types

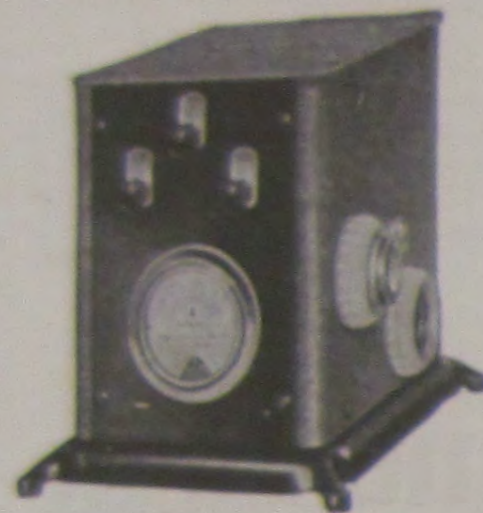
Connecticut TELEPHONE & ELECTRIC Company

MERIDEN, CONN.

Achievement built on thirty years of experience

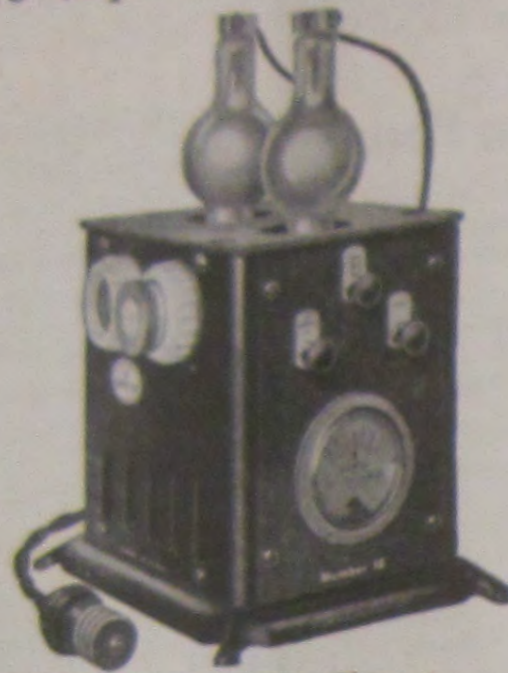


FORE 11 years' experience in building charging equipment
A full and complete line for all requirements



Master Fore Charger
\$18.50 List

Charges all Radio "A" and Automobile Storage Batteries and all Radio re-chargeable "B" batteries. Only one moving part.



Fore Dual Tube Charger
\$28.00 List

Charges all Radio "A" Batteries and all Automobile Storage Batteries at 2 or 5 ampere rate as desired. Also Radio "B" at any rate desired.



Fore "B" Eliminator
\$36.00 List

delivers 95 volts on amplifying circuit at maximum. Detector tap delivers from 0 to 60 volts. Both circuits variable.

Manufactured By
Fore Electrical Mfg. Co.
5255 No. Market St.,
St. Louis, Mo.

Your Jobber can supply you
ASK FOR OUR LITERATURE

Sales Department
The Zinke Company
1323 So. Michigan Ave.,
Chicago, Ill.

*A Cabinet
with
Broad Appeal*

THE Harp-O-Radio model 145 probably has a more universal appeal to all tastes than any other piece of radio furniture. American Walnut, because of its lasting beauty, has been a favorite with folks of good taste since the Colonists first landed. Its popularity is running particularly high now.

There is fine workmanship in Harp-O-Radio, and the price is lower than you would think, low enough to make it attractive to most of your customers.

It may be had with a Federal Super-Selective Five-Tube Receiver and Speaker, or it may be had bare—without radio equipment—modified to take Atwater-Kent, Fada, or practically any set you sell.

Full Specifications and Prices
upon Request.

THE HARPONOLA COMPANY

Celina, Ohio

Cabinets

Phonographs

Radios



An Exposition for the Upbuilding
of the Radio Industry
Co-operative Management and Profit Sharing
**NATIONAL
Radio Exposition**
and
Allied Radio Congress
Combined

to be held in the American
Exposition Palace, Chicago

September 28 to October 3, inclusive, 1925

This Exposition will be conducted along lines approved by the exhibitors. That is, each exhibitor will name a member of their firm to serve on the exposition committee who will pass upon all policies or methods of conduct and all expenditures.

This Allied Radio Congress will be a general get-together of the Radio Industry. Open-Forum discussions will be held on all subjects of present moment to the Radio Industry.

Vital problems affecting every branch of the Radio Industry will be analyzed, dissected and the best thoughts of the country called in to help find the solution.

Manufacturers' Meeting

This meeting will be strictly a closed meeting for manufacturers. A committee of manufacturers has been selected to pass upon the credentials of each man who wishes to take part in the manufacturers' meeting.

The names of manufacturers who will lead in discussions and debate are also desired. Whom do you recommend?

Jobbers' Meeting

We also want the names of jobbers who would form an acceptable committee to pass upon the jobbers who are to take part in the meetings, also names of jobbers qualified to organize debates and discussions. The jobbers should be permitted to control their own meeting and handle it as a closed meeting for jobbers.

**The Radio Dealers Association of America
will handle the dealers' meeting.**

Write us the names of dealers whom you know to be good merchandise men—not price cutters—that will aid in putting over the dealers' meeting. However ethical may be the manufacturers and jobbers of any industry, the structure will tumble if the contact point of the consuming public lacks ethics. There is great need for much educational work to be done among the dealers and the very highest type of dealers should be pressed into service to properly put over this meeting.

For diagram showing spaces available
or other information, address

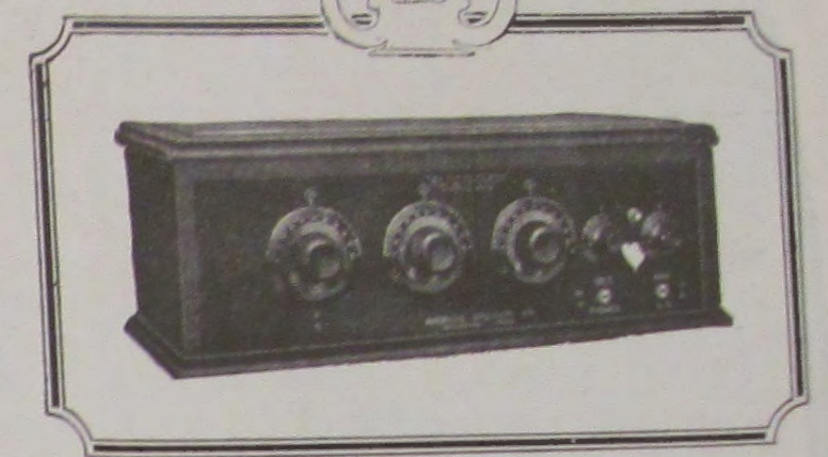
NATIONAL RADIO EXPOSITION

440 South Dearborn Street, Chicago, Ill.



MODEL NO. 24
Five tubes, Tuned Radio Frequency. Rich mahogany cabinet, 7-in. x 22-in., with a beautiful etched metal panel. Equipped with Kelford parts and the "Electrola" variable antennae tuning switch.
List Price \$59.50

Electrola



MODEL NO. 18
Five tubes, Tuned Radio Frequency. Rich mahogany cabinet, 7-in. x 24-in. Equipped with the famous line of Kelford parts, made by us in our own factory. Variable antennae tuning switch, assuring efficient reception, with either long or short antennae. Without this device, a receiver works efficiently on only one length of antennae.
List Price—\$80.

**Sold to Selected Dealers
Under a Protective Franchise
That Really Means Protection—**

If you are one of the hundreds of dealers who have been searching and waiting for a really excellent radio receiver—look no further. You need only listen to the new improved "Electrola" to realize at once the difference between the "Electrola" and all the other receivers you have heard. Regardless of price, the "Electrola" challenges any receiver on the market to direct comparison for purity of tone, beauty of appearance, and efficient performance over the entire wave length range.

In the "Electrola" is perfected that which radio engineers have so long sought to accomplish, namely, a tuned radio frequency circuit that does not employ nor require any variable neutralizing condensers, potentiometers or other devices to prevent oscillation. Each receiver is balanced before leaving the factory so that it will be stable under all conditions. This accomplishment insures a real non-oscillating, non-radiating receiver.

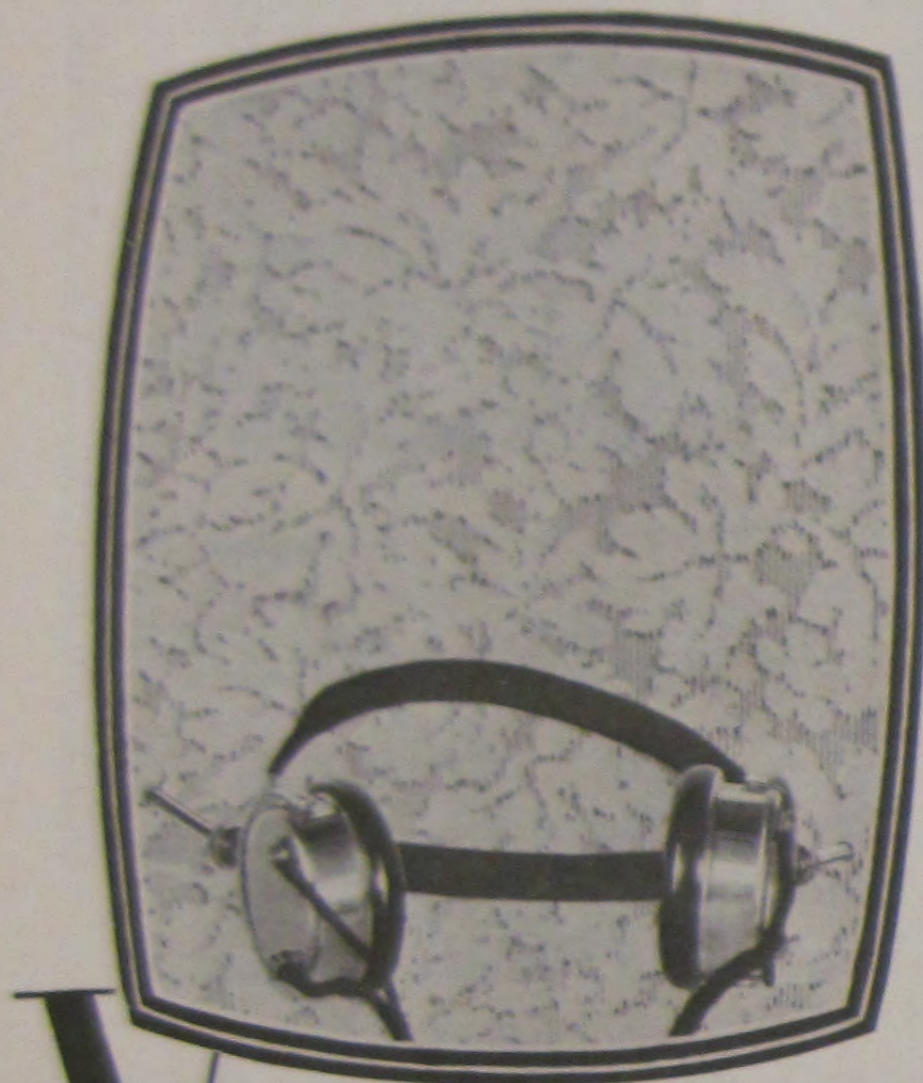
Valuable Electrola Territory Still Open

Write to us today for full particulars regarding our exclusive dealer franchise and for the name of your nearest distributor who will be glad to give you an "Electrola" demonstration.

AMERICAN SPECIALTY CO.
BRIDGEPORT, CONN.

America's Oldest Manufacturers of Radio Parts

You will take personal pride in it—



Viodyne

THE VIODYNE is not patterned after other headsets and placed on the market to grab up what stray sales it can.

It is non-competitive, and sells on the basis of the pride the average jobber and dealer take in personally recommending an exceptionally fine product.

The designer, who in the past has contributed to several of the best known phones some of their biggest features, has in the Viodyne achieved a fine balancing of electrical properties such as has never been attained before.

This is a responsible and attractive proposition for jobbers and dealers. Write for particulars.

Why headphones are indispensable to the enjoyment of radio—reasons why you can make an extra profit by selling them!

They help get distant and low power stations more clearly.

They shut out outside disturbances.

They permit the use of the radio when the rest of the household wants to talk, read, etc. They prevent disturbing sleeping members of the family.

When the program is of interest to only one member of the family (such as baseball, prize fights, etc.) headphones solve the problem.

They reproduce more perfectly than the best of loud speakers.

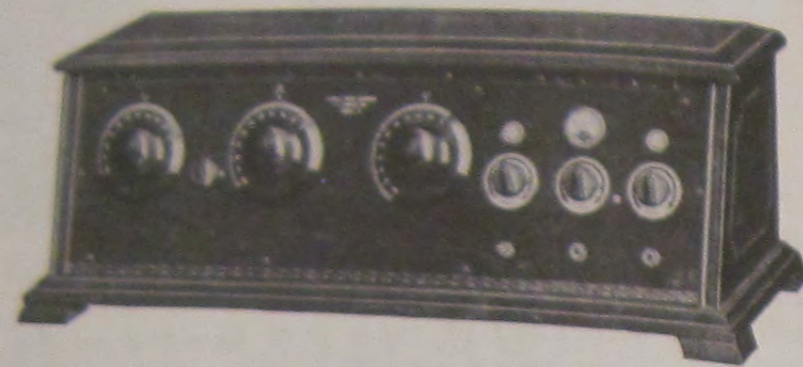
MANUFACTURED BY

T-B-H RADIO COMPANY
Dansville, New York

Boston Rep.: Martin, Hartley & DeWitt Sales Co.

Hear the Slagle

It will end your quest for the Best in Radio Achievement



Every dealer with a sincere desire to serve his customers and make a real success in Radio, wants to sell the best receiver. Only a deliberate and careful comparison can show you which is the best Radio set.

Hear the Slagle. We feel certain that you will like its quality, its reliability and its appearance. All we ask from any dealer is an impartial test of what any Slagle Radio will do—any time, anywhere.

Write for full details

Slagle Radio Company
Fort Wayne, Indiana

It's New — It's Novel — It's The Best



Flash Vest Pocket Crystal Receiver

Used as a monitor in many stations.

Accepted and Approved by Radio Broadcast Magazine.


Scientifically constructed fixed DETECTOR.

\$3.50 NEW FEATURES

- All parts completely closed—no catwhisker
- Operation simple—yet positive
- Tonal quality perfect—good volume—great selectivity
- Maximum Distance
- Fixed detector
- Acknowledged by experts to be the finest used in any Reflex or Crystal Set

Try It—and You Will Buy Many to Sell

FLASH RADIO CORPORATION

Manufacturers of  Products

127 Federal Street
BOSTON, MASS., U.S.A.

Jobbers and Dealers Write for Territory and Terms



Style No. 212R

Quality Radio Cabinets

Our line of radio cabinets is complete. Our designs are original and the workmanship and finish of the best.

Write for Catalogue and Prices

THE ART NOVELTY CO., GOSHEN, IND.

Charlotte Radio Cabinets

will fill your requirements



No. 8

Send for catalogue and get your orders in early.

Charlotte Furniture Co., Charlotte, Mich.

Sterling RADIO SERVICE EQUIPMENT

New and Popularly Priced Instruments That the Set Owner Needs and Wants

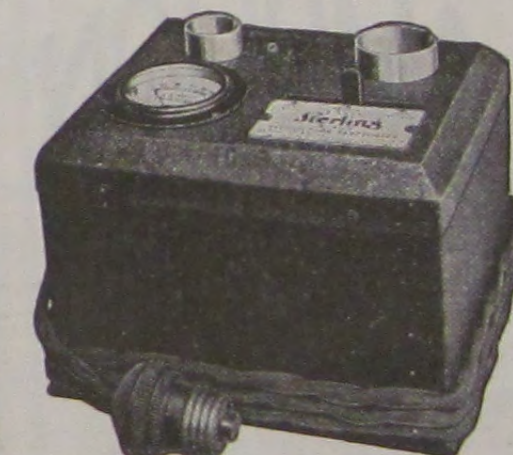
Sterling "Home" Tube Testers and Sterling Tube Reactivators nationally advertised and backed up by "Sterling's" 18 year-old reputation, are already being sold by the thousands, and as the radio season advances they will sell faster and faster. Cash in on the demand.



R 401 "Home" Tube Tester

"Home" Tube Testers

For testing plate current of vacuum tubes. Plugs into receiving set and meter shows whether tube is poor, fair, or good amplifier by reference to table furnished with instrument. List Price \$8.50.



R 403 Tube Reactivator

Tube Reactivators

New and definite results in tube reactivation are obtained with this instrument because it is equipped with a filament emission meter. This meter indicates whether reactivation is necessary, and measures tube filament emission after treatment—removes the guesswork for tube reactivation. Invaluable for matching tubes in sets—a profit maker for the tube dealer—a tube saver for the set owner. Reactivates UV-201A, C-301A, UV-199, and C-299 types of tubes. Specify cycle for 110 volt. List Prices, \$12.50 and \$14.



R 402 Professional Tube Tester

"Professional" Tube Testers

Specially designed for the radio store and service man. Equipped with plate and filament voltmeter, also plate milliammeter. Invaluable for checking tubes when received, for protecting the dealer against the return of tubes sold over the counter, and for store and general service work.

A high class instrument for large and small tubes, listing at \$30.00.

These new Sterling instruments are nationally advertised. Get behind them. Write for detailed circulars.

THE STERLING MANUFACTURING CO.
2831-53 Prospect Ave., Cleveland, Ohio
Dept. R.



An instrument of utmost refinement

The unique plate glass case arouses interest and draws a flood of requests for demonstrations

It is a simple, greatly improved, six tube, resistance coupled, radio frequency hook-up. Its simplicity makes it practically fool and trouble proof. Wiring, etc., are enclosed below the base-board. Its beauty, enclosed in handsome Crystal Clear Plate Glass, and the permanency thereof, make it attractive beyond description, even in the most sumptuous surroundings. You see the goodness of its inmost parts. Its True Tone quality has not been excelled by

any competitor; and,—we fully realize the strength of this assertion. Its Volume is such that in many cases, dealers have used fixed condensers or resistance on the "lead in" to reduce its volume on the loud speaker. Every set is tested on the air before shipping. Its makers are not of mushroom growth, having manufactured for 24 years, all sorts of tools and metal goods specialties. Every day we make tens of thousands of radio parts for other manufacturers.

FRED W. GOERDES COMPANY—DEPT. R—81-85 Mt. Pleasant Ave., Newark, N. J.

Some Small and Large Territories Open!

A sound and aggressive merchandising policy for dealers and jobber. Territory and price protection, and a discount that gives energetic dealers leeway to sell on time, to accept trade-ins and still make a good profit.

Write for details.

Korach

Tuned Loop
Multiple Switch Board Tuner
Directional
Base Compass for Logging



COLLAPSIBLE
Selectivity Plus Distance
Price \$16.50

KORACH JUNIOR \$12.50

KORACH RADIO CO., 20 E. Jackson St., Chicago, Ill.

WHOLESALE DISTRIBUTORS

Radion	Benjamin	Allen-Bradley
Halkite	Rusia	Weston
Cuningham	Acone	Dulce-Tone
Brandes	Carter	Burgess
Remler	Pacant	Jefferson
All-American	Premier	Keystone Arresters
Frost	Howard	Erla
Dubilier	Utah	Signal

And many other well-known products

Superior Service Plus Price and Quality
Write us for a copy of Harry Alter's "POCKETBOOK," the "convenient-to-carry" reference book. It's FREE and tells you what's what in the radio trade.

The Harry Alter Co.
Ogden at Carroll Ave., Chicago Ill.

HOMMEL'S
ENCYCLOPEDIA
OF RADIO
APPARATUS
366-R

is Free to all dealers
We sell to no others

WHOLESALE EXCLUSIVELY
LUDWIG HOMMEL & CO
929 PENN AVENUE PITTSBURGH, PA.

BIG DISCOUNTS TO DEALERS

Write us—if you want to make more money on standard kits, sets, parts. Get our **BIG FREE CATALOG** which is the most complete dealers' catalog ever compiled. Standard lines at big discounts. **WRITE FOR IT NOW!**

Dealers' Catalog PARTS SETS KITS

W.C. BRAUN CO.
32-68 S. Clinton St., Chicago

Write for Special Trial Offer

AMPLION

The World's Standard

The Amplion, creation of the actual originators and oldest makers of loud speakers, leads in sales throughout the world. Unrivaled for clarity, volume, natural tone. Nationally advertised. Loud Speakers and phonograph units, \$12 to \$42.50. Jobbers! Dealers!—Write.

THE AMPLION CORPORATION OF AMERICA
Executive Offices: Suite E, 280 Madison Avenue, New York City
Canadian Distributors: Burnside of Canada, Ltd., 130 Richmond St. W., Toronto

A CORRECTION

Through error, an A-C Dayton radio advertisement intended for hardware trade papers was sent to Radio Retailing and published in the August issue. We hope this will explain why an advertisement read by radio dealers generally was addressed directly to hardware merchants.

The handiest radio tool of all

A set of tools all in one wrench

You can sell it to every fan—not only to those who build sets. Every radio set needs frequent tightening of all sizes of nuts and screws. This reaches in and grips where neither screw driver nor pliers can go.

Sattler "Grip-It" Socket Wrench

In operation it is amazingly simple. The jaws open by merely pushing the button in the handle and close when the pressure is released. The grip on the nut or screw is vice-like. It is guaranteed.

Over 120,000 to be shipped in September

Write for Literature and Discounts

SATTLER TOOL CO., Inc., 186 Joralemon Street, BROOKLYN, N. Y.



Fits all radio nuts and screws—holds wire for soldering



\$1.00 Retail

Telephone Cords

High-grade Cords for all makes of Headsets and Loud Speakers

We solicit your 1925 Business.

Write for Prices.

Gavitt Manufacturing Co., Inc., West Brookfield, Mass.

SEARCHLIGHT SECTION

SURPLUS STOCKS—BUSINESS OPPORTUNITIES

UNDISPLAYED—RATE PER WORD:
Positions Wanted, 6 cents a word, minimum \$1.25 an insertion, payable in advance.
Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
Proposals, 40 cents a line an insertion.

Bar Numbers in care of any of our offices count 10 words additional in undisplayed ads.
Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

INFORMATION:
DISPLAYED—RATE PER INCH:
1 to 3 inches.....\$8.05 an inch
4 to 7 inches..... 6.40 an inch
8 to 14 inches..... 6.30 an inch
Rates for larger spaces, at yearly rates, on request.
Rate advertising inch is measured vertically on one column, 2 columns—30 inches—to a page.

Radio Retailing

Your Overstock is a Dead Investment—Move it to Profit!!!
Use the Radio Dealers' Overstock Exchange in Radio Retailing

What have you to turn into cash NOW? Get it into the "Exchange" of the next issue of RADIO RETAILING. The cost will be small.

\$ CASH PAID \$

We buy for cash, all electrical and radio goods, surplus stock, radio sets, parts, loud speakers, electric fans and motors, etc. We buy any quantity—No stock too large for us. Manufacturers and jobbers send us your close out lists.

RADIO SURPLUS CORPORATION

"Opportunity" Advertising: Think "Searchlight" First!

